

# **Geoff Potts ACIB**

## **Current Role**

Founding Director of **Durham Enterprise Associates Limited** now trading as **DEAL Group** (2005 – present)

## **Responsibilities**

Strategic development of the business and the provision of financial planning, analysis and management inputs where required. Researching financial dynamics and other key financial indicators within the SME sector to inform the provision of relevant financial management techniques and training programmes for SME owners and teams.

## **Key Skills**

Imparting practical financial and management competencies to lending bankers, business support networks and SME's utilising a unique and powerful approach developed whilst at Durham University.

## **Previous Experience**

Senior Tutor and Director of Banking, Business Adviser, and SME Programmes at Durham University Business School (1994 – 2005)

## **Achievements**

Involved in a wide range of financial management, relationship development and SME adviser programmes including **Banker / SME Linkage Project**, '**Raising the Standard**' (Professional Development Workshop for Personal Business Advisers), '**Developing Excellence**', (CPD for Personal Business Advisers), '**NatWest Premium Business Management** programme', **NatWest Manager's Assistants** programme, **Coutts and Co** Private Banking Initiative, **Royal Bank of Scotland** Special Lending Services programme', Co-design and delivery of Relationship Management Programmes for the **Bank of Western Australia**, **Bank of Valletta**, various **African Countries** and **Czechinvest**, Prague

Design and delivery of **Dynamic Financial Analysis Programmes** for **China State Owned Enterprise Reform Initiative** in Liaoning, Sichuan. Chengdu and Mianying..

## **Professional Qualifications**

Associate of the Chartered Institute of Bankers