



## *MCA Awards 2018 Finalist*

### **Performance Improvement Consultant of the Year**

**Laurence Taylor, Deloitte**

Laurence is a manager focusing on delivering performance improvement and transformation within the media sector. He specialises in front-office change, supporting clients to design and deliver their highest-priority programmes in pursuit of their strategic goals.

Laurence successfully managed the development and execution of a new business model for UBM, the c.£950m global B2B business. This is forecast to enable a significant improvement in the compound annual growth rate of up to 6% in relevant areas (resulting in £30-50m of growth), improve customer experience, and deliver cost savings of c.£3m p.a. over time. As part of a truly integrated team, Laurence collaborated with fantastic client leads at every point, and through this UBM has recognised his leadership and the team's delivery as adding great value over the last two years. His performance and the improvements delivered have earned him a very strong reputation and trust in his work.

Through this work, Laurence has supported UBM to raise expectations of what is achievable through business change initiatives. The programme is now held up as a benchmark of quality, and its approach has defined a new "UBM way" of delivering change that has subsequently been applied to other regions and functions. UBM is able to showcase and capitalise on the continuing power of live events in the face of competition from digital alternatives, and operational excellence is expected to give a competitive advantage in an industry dominated by M&A by enabling better and more streamlined integration of acquisitions.