

## ***Consultant profile***

### ***David Rossell***

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***Engineer, teacher, salesman, manager, author, trainer, consultant.***

**David Rossell** graduated in Engineering at Imperial College, London. After a spell of research in industrial safety, he took a post graduate diploma in education and became a schoolmaster. A gifted presenter and an accomplished classroom practitioner, David taught science and mathematics to “Oxbridge” scholarship level for nine years. As a Territorial Army officer and a Mountain Leader, he also ran school Adventurous Training.

David spent eighteen successful years in IBM sales, sales management, professional skills training and general business management. Here he served some of IBM’s most demanding clients – in government, academic and research establishments, as well as some “blue chip” high street retail names. After ten years “in the field”, David joined the IBM Business School. He ran part of the UK sales training programme and, while there, studied marketing theory with the Chartered Institute of Marketing and trained as a psychometric analyst.

A finalist as Sales Trainer of the Year in the National Sales Awards, David instigated and co-authored a global sales training programme for the IBM Corporation. He took personal ownership for educating the world-wide team of trainers, who delivered the global programmes. David has also consulted for and trained numerous of IBM’s clients in Sales, Marketing and Management Development.

Now, a founder and director of Oroza, David consults, writes, teaches and coaches for a wide spectrum of commercial and public sector clients.

