



Paul Cautley

CMG DL

Following an early varied career predominantly in sales, advertising and new product development, I set up my own Marketing Consultancy in 1974, Strategy International Ltd. Strategy ran for twenty years and became best known for its work in railway development, technology transfer, urban regeneration and international marketing. Strategy helped to create and develop:

- London Docklands generating £1.1 billion in overseas investment and development, as well as creating and managing much of LDDC's original marketing programme.
- Marketing strategies for Teeside, Tyne & Wear, Cardiff Bay, Black Country, Merseyside and the West Country development corporations and agencies. In similar mode, we helped both Canary Wharf and Port Solent get off the ground.
- An intellectual property strategy for BT whereby the company created a revenue stream through patenting and licensing.
- An international brand-licensing network in the Middle East and Asia for Lee Cooper Jeans.
- A new sliding door business for Westinghouse outside their traditional railway customer base and into the Post Office and HM Prisons.
- An international trading activity called "Teletrade" for BT successfully disposing of much of their redundant "stowger" equipment into Hong Kong, Philippines, Botswana, Zimbabwe and Zambia
- Property investment profiles, prior to rail privatisation, of the West Coast main line, Thameslink, Crossrail, Chelsea and Hackney Line, East London Line and Docklands Light Railway.
- Business development plans for the "Crossways" business park and the "Bluewater" retail park on BlueCircle land adjacent to the Dartford Bridge Crossing and Ebbsfleet where the site is now connected to the new Eurostar high speed rail link. We successfully branded the integrated development as "EuroCity" to attract government planning support.

During my business career, I gained marketing experience in over thirty countries, principally North America, the Gulf, South East Asia, China, Japan and Australasia. Line management responsibilities held with client companies in a consultancy capacity with Strategy International included:

1977 - 1978

Dhabi Enterprises (UAE)

- General Manager - Abu Dhabi, Dubai, Bahrain and Kuwait

1979 - 1991

Urban Transportation Development Corporation (Canada)

- Vice President, International - London, Toronto, Kingston, Kuwait, Thailand, Malaysia and Hong Kong

1981 - 1983

Economist Intelligence Unit (EIU)

- Marketing Director - London, Tokyo, Singapore, Manila, Melbourne, Sydney, Auckland and Aman

1981 - 1987

London Docklands Development Corporation (LDDC)

- Director, Inward Investment Programme - London, Tokyo, Hong Kong, Singapore, Kuwait, Toronto, Abu Dhabi and Bahrain

"The D Group" was launched in 1994 and became an immediate success.

The company enables its members and friends to benefit from each other's and from the team's contacts, knowledge and experience in terms of generating new business relationships. Of the original 20 Members and former Clients who helped me conceive "The D Group" in 1994, 16 are still with me, which I feel is a recommendation in itself.



Career Path

1953 - 1958

Downside School

1955 - 1958

Selfridges and HMV

iWarehousing, Household Linen Sales, Silverware Sales and Window Display, Record Accessory Sales and Front of House Presentation.

1958 - 1960

Central Press Features

Sales Representative

1960 - 1962

ICI Paints

Manager, Retail Marketing Services

1962 - 1964

Goode Durrant & Murray

- Financial Services Negotiator

1964 - 1966

Marling Industries Plc

- General Manager - 'Miller Weblift'

1966 - 1970

Benson Recruitment Advertising

- Managing Director

SH Benson

- Account Director, Business Development

1970 Summer

Harvard Business School

"Advertising & Marketing Management Programme"

1970 - 1971

Wolff Olins

- Account Director

1971 - 1973

British Railway Board

- Director, New Product Development, R+D Division

1974 - 1994

Strategy International

- Founder & Executive Chairman

1994 - Present

The D Group

- Founder & Chairman



Continued Paul Cautley

Additional Appointments:

- **Fellow of the Royal Geographical Society**
With effect from 22nd September 1991 on the personal recommendation of the President, Sir George Bishop for innovative marketing work undertaken in urban regeneration in the UK.
- **Honorary Colonel, Royal Marines Reserve (City of London)**
With effect and gazetted from 1st October 1999
- **Companion of the Order of St Michael and St George (CMG)**
With effect from HM the Queen's Birthday Honours announced and gazetted 16th June 2001, for services to British business interests overseas.
- **Deputy Lieutenant for Greater London**
Announced and gazetted from 11th September 2001
- **Colonel, Royal Marines Cadets**
With effect from 25th March 2004 – in addition to RMR London duties above.

Memberships

- Member of the Royal Philatelic Society
- Member of the Royal Photographic Society
- Member of The Georgian Group
- Founder Member of the Foundation and Friends of the Royal Botanic Gardens, Kew
- Vice President, South of England Agriculture Society

Clubs

- Honourable Artillery Company (HAC)
- Army and Navy
- Special Forces

Published Works

- The Cautley Chronicle – May 1996

Interests

- Philately: GB & The British Commonwealth
- Photography: mainly landscapes
- Life Member of 15 Railway Preservation Societies
- 00 gauge model railway enthusiast Southern Railway 1939 – 1949
- Collector of antiquarian children's and military books on Central Asia, India ('The Raj') and Victorian children's authors

Hockey 1949 – 1999

- Hendon Hockey Club 3rd- 4th XI
- Downside School 1st XI – 2nd XI
- HAC Sports Club 1st XI – 3rd XI (Captain 6 years) Club Colours 1965
- Mid Sussex Hockey Club 1st XI – Vets – Awarded "Iwo Jima Award" 1985 "for the player nobody could get past!"
- Sussex Hockey Umpire

Family

Happily married to Liz for 40 years. Two daughters Victoria and Emma-Jane who both work(ed) with me in the business. My eldest daughter Victoria was the founder Manager of "The D Group" until her retirement in 1998 to look after her two sons. Emma-Jane has worked for me for ten years as the Marketing Director of "The D Group" as well as Founder of "The Future Group" a unique forum to support the development of the next generation of business leaders.