

British Pest Control Association

Statement of Board Candidacy

Name: William Paul Theile

Member Organisation: Pelsis Limited

My professional background:

I am currently The Head of Sales of Pelsis Limited based out the HQ in Yorkshire. Prior to this, my working career was based in London for a stock market analytic organisation and subsequently for a business brokerage company.

I obtained a Bachelor of International Communications. inc Major in Marketing focusing on Internal Communication Policies from Hanzehogeschool University Groningen, The Netherlands. I also undertook further studies in The United States of America at Northern Arizona University, where I received a Business Major in Supply Chain Management, Business Law & Business Finance.

I have been at Pelsis for 3.5 years now and have oversight of all 21 sales staff in the UK, the full customer service team and also the training/development team. My remit is not just restricted to the UK, but I also oversee our sales operations in the European countries.

Why I am putting myself forward:

As mentioned above, I have been working in the pest control industry for 3.5 years now. The reason I highlight this, is because I believe this is a major strength to my application, rather than a hinderance.

If my maths is correct, the current board has 281 years' worth of pest control experience. If it is years of experience you are looking to add to this figure, then I am not the right person for the board as I only can contribute 3.5.

But I would argue that you have sufficient knowledge and pest control experience already on the board and having someone who is not alien to the industry, but may come with a different mindset, surely adds the element of diversity that the BPCA admits they require?

To add to the diversity that I can offer to the board, you only need to read the "My Professional Background," to note that my working career is on the shorter side compared to other board members. Being in my early 30's I will no doubt add a differing views and opinions that is hopefully representative of the younger generation coming through the ranks or starting out in pest control.

The point I am getting at, is that you already have experience that I can lean on, listen to and learn from. But the reason I am putting myself forward to for the Board of the BPCA is to contribute to the direction of public health pest management and represent the next generation of the industry.

The skills I bring:

When reading through the application of the BPCA Executive Board Member; it lists a variety of skill sets that the BPCA Board states it would find beneficial.

Rather than listing my skills which I think would be beneficial to you, I have isolated your requirements and added some relevant commentary.

"Have experience as a business owner or running or managing a business at a senior level."

- Not only have I started my own business in an industry outside of pest control which I subsequently sold to a competitor, but I currently sit on the UK leadership team for Pelsis.
- Second to only our general manager, I have the widest span of responsibility within the total UK business and as mentioned above, my remit is not restricted to the UK and I have played an integral part in developing acquisitions and sales teams across Europe.

This links into your second desired skillset which requests the applicant to have *"Experience in developing or delivering business strategy."*

- Being on the leadership team of one of the largest pest control manufacturers and distributors in the UK, we need to make sure that our business strategy is perfectly aligned for what the market desires. Not only that, but we play a major part in guiding the way in which PCOs use products to facilitate their work to conduct professional pest control.
- If my understanding is correct, there are no current board members who are involved in the manufacturing and distribution of pest control goods. But again, my understanding is that the board members all sit within organizations that are carrying out work, directly with the end users.
- Driving equality, diversity and inclusion is surely summarized in the point above and by having representation on the board of the BPCA who directly can impact what products are being produced and released into the market, must have some form of relevance to the business strategy of the BPCA.

"Experience in managing business finance."

- As previously mentioned above, I not only studied this exact topic at a top university in America, but it is the main functionality of my current job role.
- I have specific targets to meet which are driven by our private equity owners and first and foremost, making sure we have a profitable business comes before anything else.
- Naturally, these topics are mostly transferable in all industries and I would say that I have sufficient understanding and experience in this area.

"A passion for driving sustainability."

- This is not only a personal passion of mine, but also one in which is front of mind at all times at Pelsis.
- We have invested heavily in driving sustainability changes and given our manufacturing capabilities, we have the opportunity to shape the way in which the pest control industry interacts with sustainable products.
- We have set very clear and ambitious goals for the upcoming years at Pelsis and it is my responsibility to make sure these are delivered.
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By isolating the skill sets the BPCA feels would be beneficial, I didn't want to restrict myself, but more so highlight most relevant information.

Adding to the above, I fundamentally am a driven individual who I believe will add a differing perspective and contribute to the mission and vision of the BPCA.

If I am elected, I will endeavour to..... follow the mission and vision of the BPCA. Promoting professional pest management whilst representing the industry and protecting the environment has to be at the forefront of any board member.

I will endeavour to be present and fully committed to the responsibilities of a board member and I will take my responsibilities extremely seriously.

To quote the 2nd line of the "Role Specification:"

"The Board is especially keen to increase the diversity of the Board and encourages applications from a broad range of individuals."

I am under no illusion that I am not what you would call a "typical" applicant. But hopefully, I have demonstrated in my application that I will offer a variety of skills and differing perspectives to what you may already have on the board and therefore fulfil a desired gap in the representation of the industry.

Thank you all for taking the time to consider my application and I am very excited about this potential opportunity.

Signed by candidate:

William Theile

A handwritten signature in black ink, appearing to read 'W Theile', with a horizontal line underneath.

DATE:
7/2/2024