

## Craig Robertson - Moray

### Background

Based in Elgin, Craig Robertson holds the position of Regional Development Officer for Business Gateway in Moray. Craig has extensive business experience, both in the private and public sector, with the early part of his career being spent in the role of Executive Officer at the Jobcentre. For the following 13 years, he held the position of General Manager at a large retail and distribution company.

### Setting up in business

Further to completing a Business Management Diploma and a BA in Business Administration in the 1990s, Craig decided to take the plunge and set-up his own company. For the next fourteen years he, along with his six employees, delivered business advice, training, project appraisal and events management to small and medium sized enterprises in Moray, Badenoch and Strathspey.

### The role of Regional Development Officer

In 2009, due to his business partner retiring, Craig was looking for a new challenge. The timing was optimal, as Business Gateway had recently decided to open an office in Moray. The role of Regional Development Officer appealed to Craig as he was keen to utilise his extensive business advisory experience to support the local community. Craig is a qualified Premier Adviser (ILM Diploma in Business Advice & Counselling) who is committed to ensuring that his clients' expectations are exceeded.

### Areas of expertise

Craig has extensive experience in supporting companies to start-up, assisting them with their business and financial planning, business structure selection and skills training. For organisations who are already trading, he will gladly assist them with business growth planning, taxation issues, new product development and employee regulations.

Craig hails from Moray and has built up a vast business network in the area. Specifically, he has excellent relationships with key business support organisations including the Moray Chamber of Commerce, the Federation of Small Businesses, Highlands and Islands Enterprise and Elgin Business Improvement District, to name but a few.

### Craig's top business resource

Craig says that *"the people within the Moray community are probably its richest resource. Businesses in Moray network regularly, both formally and informally, to discuss ways of improving business opportunities and sales figures by collaborating with each other"*.