



## **Barry Langdon** **Align Chemical Limited**

### **Profile**

Speciality Chemicals Technical Sales developer, skilled at analysing and approaching markets in a cost effective, systematic and organised way. Can assess competitive strengths and weaknesses of product offer by tapping into a depth and breadth of experience in chemistry, technical sales and marketing gleaned from experience in a range of companies from SMEs to Global. An energetic and persistent approach which has resulted time after time in successful business development and a crystal clear view of the market situation.

### **Areas of Expertise**

- Identifying and understanding market requirements of technically sophisticated chemicals or services
- Identifying best fit target accounts
- Seeking out and connecting with key buying decision makers
- Introducing and presenting the strengths of clients and their products
- Converting target accounts into customers by building business relationships
- Working patiently and constructively with clients and their customers at the sales interface to commercial-ly and technically refine product offer

### **Recent Experience and Assignments**

- Operating as sales agent and consultant for Global Japanese Principal in UK and Europe
- Sourcing and supplying fine chemicals with leading edge technology in the Pharmaceutical market for producers of APIs and intermediates in India and Europe
- Representing German, Indian, Korean, USA and UK Fine Chemical /Organics Principals
- Assessing a food additive market in Europe for an Indian producer, introducing them to the biggest European users and running a number of commercial trials
- Gaining UK customer technical approval and REACH preregistration for a Chinese Principal
- Assessing the market for a USA produced pharmaceutical test kit in drug

### **Qualifications and Registrations**

- LRSC in Polymer Chemistry 1974-7
- HNC in Chemistry 1973-4
- Business German Language London Chamber of Commerce Exam 1997

### **Brief Career Details**

Founded Align Chemical Ltd in 2007 as sole director. Worked 12 years for the German global chemical company Evonik, leading their business development in the UK and Ireland in sales of Organofunctional Silanes doubling the business and progressing to increasingly senior sales roles while building a first hand appreciation of the global nature of the chemical industry. An early fascination with Chemistry was channelled into customer driven product development over 10 years with Berger Paints working up through the grades as a chemist and progressing through to technical management. This fostered a desire to drive business development and drew me into into technical sales, in the first instance with the global German chemical company Dynamit Nobel.

### **Contact Details**

Barry Langdon, Director  
29 Milton Lawns, Amersham, Bucks, HP6 6BJ

**Telephone:** +44 (0) 1494 728458

**Mobile:** +44 (0) 7787 587489

**Email:** [barry.langdon@alignchemical.co.uk](mailto:barry.langdon@alignchemical.co.uk)

**Web:** [www.alignchemical.com](http://www.alignchemical.com)