



BETTER
BUSINESS
FINANCE

SPOTLIGHT ON OUR PEOPLE:

*“Consistent
hard work
is my key
to success”*



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Brad Garside, Associate Director, joined the PMD team in 2015. With a background in NHS IT recruitment, Brad is a firm believer that transferable skills in sales are valuable and something you should be proud to bring to the table when moving into a different kind of sales role.

We caught up with Brad to learn more about how he has built on his role at PMD and what he thinks the key to his success has been so far.

You worked in recruitment prior to joining PMD. What attracted you to changing industries?

I fell into the industry back in the November 2015. It was on the back of significant NHS budget cuts, which wiped out all my deals and pipeline (I was a recruiter for NHS IT Contractors). It was at that point I had to make a choice of starting afresh in recruitment or go back to my financial roots. That's when I reached out to PMD and I haven't looked back since.

PMD welcomes those who portray their transferable skills at interview stage if they haven't worked in finance before. What do you think impressed the Directors most at this stage?

I suspect my tenacity and dedication to working hard stood out the most. Lots of skills are transferable from any sales position, and some are taught. But one thing you can't teach is attitude – which is something extremely important at PMD.

What skills have you taken from your recruitment background and put into your role at PMD?

Recruitment can be extremely cutthroat and my experience in IT Contracting was exactly that. I think this role did shape me to be the person I am today. The most noticeable skills that were learnt in recruitment for me were persistence, resilience and tenacity.

What was it about PMD that made you want to join?

There was a buzz around their long-term vision of creating a Direct Finance Division within the company. I wanted to be a part of that.

What do you think is the secret to a successful career with a finance broker?

As well as the above mentioned I believe it's organisation, grind (to perform repetitive tasks over and over to attain a goal), hustle, (the only controllable pillar of success) and execution (stop talking and put in the work!)

You have accelerated through the business and are now a senior member of the PMD team. What was your key to success and what advice do you have for others looking to join the business on a similar path?

The key to my success is consistently working hard. I regularly remind myself of a favourite quote from Dwayne Johnson:

“Success isn't always about 'greatness. It's about consistency. Consistent hard work gains success. Greatness will come..”

My life both personally and career wise has transformed incredibly over the last five years, and that has come from working hard to better myself each day.

I've always been driven and self-motivated. My advice to anyone joining the business on a similar path would be to set daily or weekly goals and work consistently hard each day to achieve them. If you look after the short-term goals, the long-term goals will look after themselves.



Give Tom Brown a call on 07793 242 280 if you think you've got Brad's tenacity and dedication and are looking for change - we'd love to hear from you