



### ***Peter Booth - Managing Director - ARICS***

Peter's early professional career was chartered surveyor operating at corporate level. His first manufacturing experience came when he was charged with constructing Land Rover cars in Africa. He introduced other models including Toyotas where he gained quality consciousness using the Toyota Production System.

He started consulting in 1987 and formed CQM in 1993 to deal with the demand for lean techniques in wider industry. Peter's specialises in strategy development, business planning, marketing and sales development and management of change, using powerful models to advise clients.

Peter has effected change on a regional level by working with DTi to understand barriers to change and implement process improvements as facilitating change with the boards of many companies across a wide range of sectors.

