

SDO CONNECT

Insights, opportunities, and connections to accelerate SME growth.

- Discovery Report
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- Associate Services



Recap of the Month

Welcome to our new monthly bulletin! It's been a busy month at SDO Associates as we continue to grow our client base and expand our impact. We are delighted to have welcomed two new team members in August: Hannah Evans, who joins as our Chief Commercial Officer, and Thomas Parry, our new Account Manager. Their expertise will further strengthen our ability to deliver expertise and added value for our clients.

We also had the pleasure of meeting with our local MP, Will Stone (Swindon North), who is a veteran and keen supporter of growth in the Defence sector. Our CEO, Stu Olden, outlined how we are helping UK SMEs navigate and succeed in the defence sector, and discussed the great work Will is doing in championing Swindon's potential as a future hub for drone manufacturing. In other news, we've officially launched our Instagram channel, giving us another platform to share insights, updates, and success stories. Our team is now in the midst of major preparations for DSEI, where we look forward to showcasing our work, supporting 12 of our clients at the show, and connecting with industry leaders.

Events

Whilst August was a quieter month for industry events, it was still a productive period for ourselves. Our team remained active in supporting clients, attending meetings, connecting with our network, conducting outreach with new and existing stakeholders, and representing our client's interests with key MoD and industry contacts. September promises to be an exciting month for SDO Associates as we take part in two major industry events.

We are proud to be attending DSEI in London for all four days, connecting with our associates, partners, clients, the MoD and industry leaders. Later in the month, we will also be at a Dstl SME Showcase in Porton Down; an event designed to bring SMEs together with Dstl scientists and MOD clients for briefings and networking. This forum is an excellent opportunity to share cutting-edge ideas and help develop partnerships that will strengthen the UK's national security.



Client News

August marked another exciting step forward as we welcomed two new clients, Embed and Volklec, who have partnered with us to accelerate their growth in the defence sector. We've also been working closely with 12 of our clients who we are supporting at DSEI, by arranging tailored meetings, facilitating high-value introductions and building connections to help them maximise opportunities at this key industry event.

Meet the Associate: Norman Housden



Norman Housden is a strategic consultant with 40+ years' experience helping Defence and Aerospace organisations navigate complex programmes, win contracts and deliver results. He specialises in commercial strategy, programme recovery, and business development, supporting clients from SMEs to international primes.

Norman's Tip: Engage early to understand the issues a client is trying to resolve and help them define the requirement, this enables you to bid more effectively and not over spec your proposal, but remember to provide options of additional value add, that can be contracted over time, for spiral upgrade.

Norman's Fun Fact: I am an optimistic realist, probably having been developed as a life long follower of Crystal Palace!!!