

# Alex Davidson

Kährs sales & marketing manager for NE England, Scotland and Ireland

■ **Did you get into trouble at school?** I was caught gambling at 13 years old which resulted in the leather belt across the hands...sore, very sore...but now banned.

■ **What was your first part-time job?** Working on my uncle's holiday site in France.

■ **What was your first full-time job?** Building surveyor.

■ **What did you spend your first pay cheque on?** A white 'Miami Vice' suit jacket...it was 1985!

■ **What was the best piece of advice you have been given?** Sort problems quickly and be decisive. Things are never as bad as they first appear.

■ **What was your worst business mistake?** There were a few in the early days, which acts as a great apprenticeship as the years go by.

■ **What was your greatest business achievement?** Establishing and growing the Kährs brand throughout Scotland & Ireland over the past 10 years, with help from some of the best dealers and contractors in the industry.

■ **What car do you drive today and what does it say about you?** An Audi A4 Avant; it says that I support the great German car industry.

■ **If you could have invented any product what would it have been?** The I-Phone, a truly amazing device that belongs in a museum of modern art.

■ **What do you most like about the flooring industry?** The diversity within our customer base is what I enjoy most; having meetings with customers at board room level, to dealing with customers that work from home; both are equally important to the growth of our business.

■ **What do you least like about the industry?** Flooring installers who convince the consumer that the product is at fault rather than address subfloor, expansion or moisture problems at the outset. This can lead to the consumer losing faith in the brand, even though the manufacturer is not at fault.

■ **Name one change you would make to the industry.** That all hard wood flooring installers should carry out an industry standard pre installation survey to make sure that the subfloor is flat, level and dry. This would not only protect the consumer but the installer.

■ **Which company in the flooring industry, other than your own, do you admire?** Any one of the companies that I deal with that can add value; that will sell on quality and service rather than price.



Taking a bite of the Big Apple, vegetarian Alex Davison and his lovely lady, Claudine, in New York City

■ **Where should we have a flooring show?** Edinburgh in August. Why? Lovely city with a great festival and night life. And I live just 20 minutes away.

■ **Which single possession would you rescue if your house caught fire?** My travel books collected over the years.

■ **Do you have any pets?** Until recently, I had two lovely German Shepherds.

■ **Do you have any hobbies?** Travelling, climbing and the gym.

■ **How do you relax?** Friends, travel, reading.

■ **What is your favourite tippie?** A nice Guinness after a hard day's work in Dublin.

■ **What is your idea of hell?** Turning right on entering the plane for a 12 hour flight.

■ **What is your idea of heaven?** Turning left on entering the plane for a 12 hour flight.

■ **How many times a year do you take a holiday and what is your favourite destination?** Am forever being told by my colleagues and customer base that I don't take enough holidays and that I work too hard, that being said New York for a city break and Sydney for beaches and food.

■ **Which one record and book would you take to a desert island?** The White album by the Beatles and *The Great Gatsby* by Scott F. Fitzgerald.

■ **Who would you like to be stuck in a lift with?** Jerry Seinfeld for a bit of Humour, Paul McCartney for a sing song, the ladies Brazilian Olympic Volleyball team for keeping fit and Stephen Hawkins to explain the universe and get the lift going again.

■ **If you could be anyone (living or dead, fictional or real) who would it be?** Did it get much better than being Elvis?

■ **Choose five words that describe yourself.** Laid back, happy, vegetarian, tanned, Scottish.

■ **Any regrets?** Thinking that buying Royal Bank of Scotland shares a year ago at £2.10 was the deal of the century.

■ **Any unfulfilled ambitions?** I would love to trek the South Pole.

■ **What was your most embarrassing moment?** For fear of lawsuits, as it involves other people, I will take the 5th amendment.

■ **If you had to choose another career what would it be?** Travel writer. **CFJ**

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