

(First Name) (Second Name)

Address: (Street Name, City/ Town, County, Postcode)

Mobile: (number) Email: (email address)

(Profile: e.g. University of Newcastle - BSc Geography 2:1. Developed by top fmcg companies. Commercial Director - reversed 10 years of decline through a brand refresh and commercial restructure- 22% net sales growth 2010 and led a multi-functional team. Prior, Head of Field Sales - over 350 field sales and national account representatives. Previously, Head of Convenience - successfully transitioned the sales team from an external brokerage. Prior, Execution & Channel Marketing - team of 13. Previously - European Brand Leader; Trade Marketing Manager/ Account Manager. Previously - Graduate Training Scheme.)

**(Company)
(Location)**

(Date)– Present

(Current/ Most recent job title)

(Add key achievements and key responsibilities e.g.

- Developed and executed the concept, strategy, brand, product and website
- Delivered the second most successful crowd-funding campaign within 25 days which over-delivered versus planned targets by 150%.
- Led the sourcing and manufacturing strategy finding and working closely with the factory on all aspects of design and production.
- Gained digital marketing qualification to lead the delivery of an efficient social media and website activation plan
- Supported the Creative Director on product design, merchandizing, styling and website design
- Delivered over 50 trunk shows and sales relationships with personal stylists to drive offline sales
- Delivered all financial targets to breakeven within first year.)

**(Company)
(Location)**

(Dates in position- Month/ Year)

(Current/ Most recent job title)

(Add key achievements and key responsibilities e.g.

Responsible for the creation of an independent business unit and led the business unit across all functions including Sales, Brand and Shopper Marketing, Supply Chain, Finance and agency management. Responsible for 6 direct reports .Managed an investment budget of £4m with full P&L responsibility.

- Reversed 10 years of decline through a brand refresh and commercial restructure
- Delivered 22% net sales growth in 2010
- Tripled net profitability in 2011
- Re-energised the business to increase the investment by 25%
- Led a multi-functional team to build brand love across the organization.)

(If prior role from same company)

(Position)

(Dates in position- Month/ Year)

(Add key achievements and key responsibilities e.g.)

Lead a team of over 350 field sales and national account representatives to support every channel in the UK sales operation.

- Delivered a strategic restructure of internal and external teams to deliver over 1m savings and refocus including the sensitive leadership of potential redundancies involved
- Step changed performance through more focused KPIs and appropriate performance management
- Created blitz events taking all business functions into the field to drive spikes of distribution and at the same time energising the business behind the customer and consumer)

(Company)
(Location)

(Dates in position- Month/ Year)

(Current/ Most recent job title)

(Add key achievements and key responsibilities e.g.)

Successfully transitioned the sales team from an external brokerage.

- Established the team in less than 2 months to ensure continuity of sales without dropping a case
- Stemmed a double digit decline of £30m sales business
- Worked closely with marketing to develop channel specific packs that successfully step changed profitability and distribution of the brand)

(Position)

(Dates in position- Month/ Year)

Lead a team of 70+ sales representatives via 8 regional account managers

- Effectively influenced sales of over £200mm+ and managed an overhead budget of £4mm through step changing the presence of brands instore
- Turned around employee engagement scores from the worst to the best within the first year

(Position)

(Dates in position- Month/ Year)

Set up and lead a diverse team of 14 individuals to manage 3 diverse agendas: Shopper Marketing, Shelf Ready Packaging and Customer Channel Management.

- Pioneered first shopper marketing team & strategy

(Position)

(Dates in position- Month/ Year)

Completed a secondment in

- Provided route to market expertise including a van sales trial
- Developed and executed a strategy to bring selected products to the UK and Europe

(Position)

(Dates in position- Month/ Year)

Lead a team of 9 to deliver the sales tools to support the execution of marketing calendar

- Created the systems and processes to manage interface between sales and marketing and the execution across customers and channels
- Delivered exciting in store programs and display materials

(Position)

(Dates in position- Month/ Year)

Moved from pioneering a territory and cold-calling customers to managing national accounts, delivering 2 years of continuous growth.

- ***Won the NATIONAL ASSOCIATION OF CONVENIENCE STORES AWARD for my analysis and hypothesis on the future of convenience retailing.***

(Position)

(Dates in position- Month/ Year)

6-12 week placements across all areas of the business including manufacturing, sales (in Spain), marketing and HR

(Position)

(Dates in position- Month/ Year)

EDUCATION

- University of Newcastle - BSc Geography - 2:1
- 2 S Levels (grade 1), 4 A 'Levels (3As, 1B) & 9 GCSES (8As, 1B)

INTERESTS

- Fitness and nutrition
- Football
- Reading
- Cinema