

EXECUTIVE PROFILE

A 2.1 Chemistry graduate , joined Cadbury Schweppes in Research &Development, in his 27 year career has completed roles in Brand Management (Cadbury's Milk Tray & Roses), set up Trade Marketing departments, been a highly successful General Manager of the Own Label division, working with key customers like M&S and Tesco, led the UK sales team of 250 people working with P&H, Booker. Most recently has been managing £400m International sales & marketing agenda . Excellent track record for delivering profitable growth across the UK and, International markets. Strong General Management skills with a proven ability to lead a cross functional team. Has strong leadership and people management skills, including performance monitoring, selection and recruitment, coaching, training and development. An impactful communicator, experienced in the leadership of change agendas, excellent relationship builder.

CAREER HISTORY

CADBURY SCHWEPPEES

1978 - DATE

COMPANY PROFILE

The worlds largest Confectionery Manufacturer .Turnover £7bn. Total employees 55,000.

COMMERCIAL DIRECTOR – EUROPE, MIDDLE EAST & AFRICA

2004 - DATE

The new EMEA business was formed in 2003 as a result of the \$4bn acquisition of Adams , this created the worlds largest Confectionery manufacturer. Three priorities were identified. Creation of a new business model for International sales, General Management of Duty Free sales and thirdly the development of a clear offering strategy for the new product portfolio.

- Conceived a new approach to the £400m International sales , eliminating duplication, sharpening the commercial planning process , and establishing clear accountabilities . Grew sales by £27m ,
- Articulated a radical approach for the new business model for International business, gaining Global commitment and winning recognition for the best presentation at the Chief Executives Conference
- Created a new strategy for markets where C.S. had little or no presence. It enabled Market Managers to find the most appropriate C.S. brands and formats. With the new strategy C.S. entered 25 new Markets in 2004, with an additional sales of £15m being created.
- Transformed the C.S. presence in \$1BN International Travel Retail (formerly Duty Free). Creating a dedicated cross functional team, developed an offering which was based upon high quality shopper insights. The results were a 3% point market share growth in year one and Sales growth of £2.5m
- Developed clear portfolio rules which made it easy to identify the right products from the 55,000 sku's available to the commercial team , volume per sku increased by 25% during 2004.

DIRECTOR of EXPORT– GB&I

2001 - 2003

Responsible for £80M turnover and £20M profit , together with overall strategic control of all GB&I Exports via a dedicated organisation of 25 employees

- Implemented a new commercial strategy which focused upon driving down the cost of goods , which resulted in Sales growth for the first time in 10years and an additional £5M net Profit .
- Managed a new Commercial organisation which achieved its Budgeted growth for each of the 3years , as a result of my leadership , coaching and management.
- Developed excellent business to business relationships with the inter company sales relationships which were the main route to market for the Export business .

SALES DIRECTOR - GB

1996 - 2000

Responsible for sales of Company's Sugar Confectionery business with a turnover of £380M via a sales organisation of 250 salespeople.

- Implemented a new sales strategy and recruited new talent into the National Accounts team. Developed a highly motivated sales team producing consistently high results, winning recognition from the companies biggest customer for the quality of our account management in 3 out of 4 years.
- Created bespoke roles and responsibilities training module , designed to meet the changing needs of the Grocery customers. As a result our performance with in the channel grew ahead of the market with a growth of £25m .
- Leadership of the trade communication agenda, gaining a reputation for great motivational presentations

GENERAL MANAGER – OWN LABEL DIVISION

1991 -1995

Full P&L accountability for the Company's Sugar Confectionery Own Label business with a turnover of £75m; via a dedicated cross functional business unit. The primary customer base was the UK Grocery channel, which accounted for 80% of the business

- Designed a plan to concentrate sales on profit ahead of volume, focusing on value added higher margin products. As a result sales in the company's key profit areas grew by 19% in 1992.
- Established strong working relationships with all the major Retailers M&S, Tesco, Sainsbury, Asda etc gaining a reputation for high quality service and mutual profit generation
- Conceived a range simplification strategy, which set a minimum threshold on product developments, volume per sku increased from 27tonnes to over 150tonnes, with a resultant cost reduction of £4.5 M

TRADEMARKETING CONTROLLER

1988 -1991

- Set up the Trade Marketing function in both Cadbury and the newly formed Trebor Bassett companies

BRAND MANAGEMENT

1984 -1988

- Responsible for the Cadburys Assortments & Seasonal portfolio – managing Cadburys Milk Tray & Roses worth £140m ,with an advertising budget of £7m . Took Roses brand to no.1 in the market.

TECHNICAL SERVICES

1978 –1983

- Initially accountable for product NPD within the Tea & Foods division , working on the Cadbury's Smash, Marvel and Typhoo Tea . Followed by a Packaging design & development role within the Cadbury Assortments business , and then a period of factory line management

EDUCATION AND TRAINING

2.1 Degree in ORGANIC CHEMISTRY - Birmingham University

ASHRIDGE MANAGEMENT COLLEGE

- International Marketing Programme 1997
- Strategic Customer Management 2001

INSEAD

- Store Wars Programme 1994

PERSONAL

Date of birth:

Marital Status: Married with a daughter.

Nationality: English