

**CHURCHILL**

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**CURRICULUM VITAE**

**Candidate Number : 41393**

**PROFILE**

*Gained 3 straight A Level 'A' Grades, followed by BA (2 : 1) in Business Studies. FMCG trained by Procter & Gamble spending time in Category Management before leading £250m business within the Asda account (Personal Care and Laundry). Headhunted to join Kelloggs, successfully built a strategic Trade Marketing/Category Management team of 12, moved on to Business Team Manager, in charge of team of 8-40 Senior NAM's and Category Managers across accounts worth £350m, including Tesco and Sainsbury, before moving into the current role Marketing Management in order to gain greater commercial management experience.*

*Steve is a very creative, articulate, analytical, commercially-aware executive, highly skilled problem-solver with expertise within the NPD, Marketing and Commercial functions.*

**EDUCATION AND QUALIFICATIONS**

University of Sheffield	BA (Hons) 2 : 1 in Business Studies
Widnes Sixth Form College	3 A Levels: Economics                   A Politics                        A General Studies            A
Grange Park School, St Helens	10 O Levels (5A's, 3 B's, & 2 C's)

## **THE KELLOGG COMPANY**

### **Jan 03 to Present**

Brands :  
Results Summary  
2003

#### **Marketing Management Assignment (Portfolio Value c. £50M to Kellogg)**

Entry level brands : Rice Krispies, Variety Pack and Walt Disney  
Portfolio Turnover 2003 v 2002 Index 102 (versus Company 102)  
Step change Marketing Plans developed for Rice Krispies and Variety  
to deliver 107 index in 2004

Developed breakthrough Marketing to Mum's Strategy on Rice  
Krispies through TV advertising to Mum (2003), planned launch of  
Mum Approved line extension in 2004, and Fun/Educational CD  
promotion (2004).

Developed incremental recipe useage strategy on Rice Krispies,  
through Mum's Press Advertising and Packaging Re-design.  
Identified brand extension opportunities and additional revenue  
streams through launch of Cake Mix (October 2003) and Children's  
Cookery Toy (October 2004) produced by third parties.  
Developed turnaround Strategy on Variety Pack, through Added  
Value executions to justify brand's price premium.

Key Responsibilities

Classic FMCG Marketing Management Role  
General Manager of the Brands :Full P&L responsibility  
Own and develop Brand Strategy, Profiles & Positioning  
Copy Development from Creative to Production/Edit : TV and Print.  
Agency relationship for Advertising, Media Buying and PR Brands  
Promotional Strategies : On Pack and In-store  
Product responsibility (Nutritional profiling, Packaging developments)

### **Aug 01 to Dec 02**

Results Summary  
2002

#### **Business Team Manager : Major Multiples**

**(Including Tesco and Sainsbury worth c£350M to Kellogg)  
Man-management of team upto 40 Senior National Account  
Managers and Category Managers/Executives at various periods**

Tesco Turnover + 8.8% Cereal & +41% Healthy Snacks  
Sainsbury Turnover + 0.8% Cereal & +27.5% Healthy Snacks  
NPD :Set strategy for Simpson's No Problemos Launch. Fastest ever  
Kellogg distribution build in Tesco/JS (90% £ wtd in four weeks). First  
ever Kellogg branded permanent fixture enhancement in Tesco.  
Promotion : Delivered strongest ever "holistic" support for Kellogg's  
instore behind World Cup "Footbowl" Event.

Delivered step change CRM strategy with Sainsbury  
Operated frequently at Board Level through responsibility for UK  
Customer Strategy.

Key Responsibilities

Maximise Volume, Net Sales and Profit of Kellogg Portfolio  
Manage pro-rata Trade Investment Strategy for Accounts  
Maximimise Market Impact of Kellogg NPD Programme  
Develop Customer Relationships across key Accounts.  
Lead and develop Business Team  
Impact Departmental strategy through Sales Leadership Team

### **July 99 to Aug 2001**

Results Summary

#### **UK Customer Marketing & Cat. Development Manager (Total Trade Spend Appropriation of c. £65M)**

Led Kellogg Company Strategy change to customer focussed  
approach, supported by "virtual" re-engineering of the Supply Chain.  
Developed Department from 2 People to 12  
Delivered Seven Holistic Marketing Events across 2000/2001

Key Responsibilities Communicate and drive execution of brand strategy through origination and implementation of effective customer marketing plans, delivering category growth and Kellogg objectives  
Ensure customer and consumer needs are identified and incorporated into customer marketing plans.  
Improve efficiency / effectiveness of Kelloggs trade budget

### **PROCTER & GAMBLE**

#### **July 98 to June 99**

#### **Customer Business Development Manager : Asda**

Reporting to CBD Director  
Brands : Pantene, Oil of Ulay, Wash & Go, Head & Shoulders, Clearasil, Fairy Soap, Old Spice, Max Factor, Cover Girl, Always, Tampax  
Results Summary: Net Outside Sales Index 98/99 at 107 versus Company at 96  
Direct Reports: Four National Account Managers, Admin Assistant, Logistics Manager, Marketing Manager, Merchandising Manager.  
Key Responsibilities Design and Deployment of P&G Customer Business Development : Global Multi-Functional Strategy.  
Integration of P&G Health, Beauty and Cosmetics Organization with Laundry, Paper, Snacks & Beveridge to create **£250m+** Business Team with Asda.

Joint Business Planning with Asda Business Unit Director.

#### **July 96 to June 98**

#### **National Account Controller (North)**

Reporting to Sales Director Health & Beauty Care.  
Brands As above (ex Always/Tampax)  
Customers Asda/Morrison/Kwik Save/Netto/Co-op  
Results Summary Customer Portfolio NOS Index 97/98 at 95 v Company 104  
96/97 at 102 v Company 105  
Direct Reports Seven National Account Managers, Team PA, plus dotted line reporting of Merchandising and Marketing Resources.  
Key Responsibilities Volume and NOS delivery to Sales Director/General Manager  
Owner of c. £3M Customer Promotion Budget  
Internal Influencer on Company Strategic Pricing/Promotions  
Training/Management of Team to achieve Company Objectives.  
Additional European Sales Training Role.

#### **Jan 96 to June 96**

#### **National Account Manager (Haircare)**

Brands Pantene, Wash & Go, Head & Shoulders, Vidal Sassoon

#### **Feb 95 to Dec 95**

#### **Paper Category Sales Marketing Manager**

Reporting to Division Sales Manager/Paper Marketing Director  
Brands Pampers, Pampers Baby Wipes, Pampers Trainers, Always  
Key Responsibilities Link between Advertising and Sales departments, co-ordinating brand and advertising activity with customer strategies.

#### **Aug 93 to Jan 95**

#### **National Account Manager : Asda**

#### **Sep 91 to July 93**

#### **National Account Manager : Kwik Save**

#### **Oct 90 to Aug 91**

#### **Regional Account Executive**

### **OTHER INFORMATION & RECENT TRAINING**

- ◆ University : Sorby Hall JCR President 1988/89
- ◆ Received ABCD Award from Asda Stores Chief Executive October 1997
- ◆ Awarded W.K. Kellogg Global Commercial Innovation Award for 2002 Footbowl Event
- ◆ Clayton Gregory Associates : Buying Effective Creative

- ◆ Received StarPack Packaging Awards in 2000 for Kellogg's Winders Launch POS. Variety Pack nominated for 2003
- ◆ Guest Presenter at Marketing Week Effective POS Conference, Oct 2001

*Chartered Institute of Marketing :*  
Consumer Insights & Marketing Strategy

*CETECEA Performance Breakthrough :*  
Leadership Development Programme

## **HOBBIES & INTERESTS**

Football, Rugby, History