

CURRICULUM VITAE

FULL NAME John Bloggs
DATE OF BIRTH 6th October 1970
MARITAL STATUS Married, 3 children
NATIONALITY British
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EXECUTIVE SUMMARY

- ❑ An achiever who sets the pace and direction of a pan European international business. Classically trained in a blue chip environment with a broad commercial expertise and international experience.
- ❑ Proficient in shaping the direction of both marketing and sales initiatives through sound consumer and customer understanding.
- ❑ Profit focused, yet creative and innovative in the proven delivery of the Business Plan.

1982 - 1987
O Levels
 10 passed (5 A's, 3 B's and 2 C's)
AO Levels
 4 passed

1987 - 1991
University of New York
 Batchelor of Arts (Economics and Politics)
 2:1 attained
PROFESSIONAL QUALIFICATION IMD Programme for Executive Development
 MBA London Business School

CAREER SUMMARY
 September 1991 – September 1996

October 1996 - May 1999
Gopter and Pramble Plc
 Sales and Marketing positions
 Key account management and brand marketing
Loughtons Plc
 Tesco Business Manager
 National Account Controller Multiples
 June 1999 - January 2001
Loughtons Plc
 Sales Director
 January 2001 - January 2003
Loughtons Plc
 Sales and Marketing Director UK
 Director

January 2003 - date
Bigco Plc
 Vice President, European Sales

BIGCO plc

Oct 1996 - date

Vice President, European Sales
Bigco Plc

January 2003 – present
 Reporting to: President Bigco Europe

Key Achievements

- ❖ **Established new Pricing** across Europe resulting in Net Revenue increase c.300m Euro)
- ❖ **Constructed a Discounter Strategic Framework** that will deliver new incremental business in this channel of 700m Euro (industry leading recognition)
- ❖ **Delivered a fully transparent customer profitability database**, ensuring swift decision making and investment realignment across Europe
- ❖ **Restructured European Terms architecture** involving high level negotiation and cross category implementation
- ❖ **Devised and Implemented construction of a Commercial Excellence team** within Europe providing best practice guidelines and support to all markets

Loughtons Plc

**UK Sales and Marketing Director
Loughtons Plc
January 2002 – February 2003**

Key Achievements

- ❖ **Realigned advertising and communication processes** across 5 key markets, focusing on key strategic brands and corporate communication
- ❖ **Launched the biggest npd initiative for 5 years**, across 5 markets, achieving 80% distribution levels in a record 2 week time frame (resulting in share leadership for the category)
- ❖ **Streamlined the agency roster for below the line activities**, resulting in savings of 5m Euro for 2003.
- ❖ **Delivered an integrated marketing solution in the UK** that was subsequently adopted within Europe.
- ❖ **Initiated and subsequently led the first Customer Marketing function**, resulting in dramatically improved shopper and customer insight that delivered category leadership thinking
- ❖ **Developed a new route to market strategy**, resulting in 25m Euro of new business in alternative trade channels

**Loughtons Plc
UK Commercial Director
January 2001 – January 2002**

Key Achievements

- ❖ **Restructured commercial (Marketing, Sales and Customer Marketing) organisation**, focusing on customer-centric Business Development Teams that were totally profit responsible
- ❖ **Improved return on investment levels by 5% points**, resulting in trade spend level decrease, fair and defensible trade terms structures, and the creation of performance related investment funds
- ❖ **Created a new customer marketing organisation** within the UK that delivered a new way of thinking rewarded and recognised with all the key multiple accounts
- ❖ **Achieved a business performance increase of +7% like for like sales growth**, and +11% improved EBITA.
- ❖ **Initiated a product portfolio optimisation exercise**, resulting in 30% fewer sku's and improved product mix.
- ❖ **Developed a new product range within the brand leading Biscuit range**, delivering 15% growth and 2% improvement in contribution.
- ❖ **Achieved share leadership** with fresh soup range (first ever time to secure market leadership within this category with Loughtons brands)

**Sales Director, UK
May 1999 – January 2001**

Key Achievements

- ❖ **Created and delivered the first business planning tools used within the company**, reflecting category dynamics, joint scorecards and agreed annual initiatives outside of normal terms negotiations
- ❖ **Succeeded in the delivery of the stretch plan (double digit growth)** through excellent execution of all the sales fundamentals (70% of Europe's profit target)
- ❖ **Developed new retailer brand contracts** as well as the retention of all existing profitable business (In 2000 alone the team stimulated a further £15m of new contracts)
- ❖ **Built and led a dynamic team that delivered the first group 3-year sales strategy** within the organisation at Board level. This then provided the group direction at European level.
- ❖ **Changed the organisation** from a pure volume led entity to customer driven profit centres. This was reflected in trade commentary, trade publications and above all, our results.

**National Account Controller, UK
April 1997 – May 1999**

**Asda Business Manager
October 1996 – March/April 1997**

Gopter and Pramble Plc

Sept 1991 –Sept 1996

- ❖ Tesco Business Manager 1995 – 1997
- ❖ Secondment to Marketing / Innovations 8 months 1995
- ❖ Brand Management, Trade Marketing Manager 1994 –1995
- ❖ Held various N.A.M roles covering Asda, Kwiksave, Morrisons and Safeway.
- ❖ Field Sales Management (Territory Manager, National Account Executive)

GENERAL INFORMATION

INTERESTS

Rugby Union, Golf and all sports. Cooking and Socialising.
Current Business affairs. Business / Peak performance literature.

LANGUAGES

French > Business Standard conversation and written, Italian > Beginner

Full driving licence, no penalty points.