

Brian Hartley- Curriculum Vitae



PERSONAL PROFILE

I am a classically trained manager with a strong commercial background and extensive experience in sales and trade marketing to numerous business sectors, spanning both brand and own label categories and food and non food industries. Pro-active and positive in outlook with the ability to motivate people and develop long term business relationships. I am a strong communicator with good strategic vision and leadership skills.

SERVICES OFFERED

- General Project Management
- Account Management..including
 - Joint Business Planning
 - Trading Terms Negotiation including Price Increases.
 - Customer Label Management,
 - New Business Development,
- Category Management
- Man Management
- Process Management – particularly forecasting and demand planning
- Export Management – through distributors and sales agents

MANAGEMENT STYLE AND CULTURE

I can quickly assimilate new market information, ideas and concepts and can turn these into solutions and ultimately results, with pace.

I have a “down to earth, straight talking” inclusive management style and I am confident in my ability to give and take advice, feedback and constructive criticism. Although I can work well independently, I work best as part of a team and particularly enjoy working cross functionally across a business or customer.

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ACCENTIA LTD - INTERIM CASE STUDIES:

Case Study 1

Acting as an Interim Business Manager due to Maternity Leave, managed this Top 3 major multiple to 12.7% £rev growth, across 2 sub categories within chilled food that encompassed both an own label and branded portfolio.

This was achieved through the effective management of a cross functional team whilst maintaining profitability and improving customer relations following a period of conflict during and after a previous price increase negotiation.

Other areas of achievement during this period:

- Cost neutral quality improvements on a major mult own label range
- Changing complete range to “clean dec” products within tight timeframe
- Introducing Retail Ready Packaging
- Reduced packaging by more than 25% whilst increasing re-cyclability
- Part of a cross category team that agreed a national cross category branded promotion displayed on a gondola end driving £300k
- Secured new business with a major discount retailer that had not previously been traded, which annualised will deliver £260,000 revenue.
- Gained agreement in writing with a Major Multiple Retailer to payback £80k that had been taken incorrectly over a 4 year period.

Case Study 2

Managed the total business of this Iconic childrens brand across the UK and 17 other countries. This was achieved through the effective management of third party teams from manufacturing and marketing to sales agents and distributors. As a result the business grew by +11% revenue whilst maintaining EBITDA during inflationary times.

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Other areas of achievement during this period:

- Renegotiated a key distributor agreement improving cash margin by £69k pa.
- Renegotiated UK trading terms with key accounts agreeing price increases totalling 14%
- Improved and evolved the brand logo
- Developed a new website introducing social media to develop a dialoge with the consumer
- Appointed a PR Agency to manage social/trade/consumer media
- Invested and introduced branded equipment and POS
- Introduced consumers directly to the brand in the UK via Amazon e-commerce.
- Developed new export business territories - Australia, Malta, Slovakia and South Africa

Case Study 3

Acting as a business consultant worked with a division of a medium size solicitors partnership. I carried out a competitive market review analysis and following the report constructed and implemented a new commercial proposition that increased JV partnerships and increased revenue by £45k pa.

EMPLOYED RECORD OF ACHIEVEMENTS

During two and a half years with Holland's:

- Delivered increased £rev by +3% and GM +1.2% in a declining frozen pastry market
- Delivered two price increases totalling 18% in the same year whilst maintaining customer relations across the major multiples
- Delivered incremental listings and distribution with Top 2 Mults, driving an annualised increased £rev of £579k
- Delivered approx £500k worth of cost savings by moving production of an Own Label Range to more efficient "sister plant"
- Delivered increased brand market share by +4% due to more focused and tailored promotional platform.

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In my time with Schwan's:

- Developed a Business Unit and cross functional team managing Sainsbury and Somerfield Group to growth of +5% in turnover whilst maintaining gross margin.
 - During this period in Sainsbury's drove Schwan's share of their business from 22% to 29% through the use of basic Cat Man principles
- Created a Convenience Channel Business Unit driving exponential incremental growth in turnover and gross margin.
 - During that period I built a team of 4 direct and 3 indirect reports and have achieved the above through the successful direction and motivation of this team.

Whilst Commercial Manager Ireland for Premier Brands:

- Successfully negotiated a distributor contract at "Board Level" worth £5m against a background of a strengthening sterling pound.

EMPLOYMENT HISTORY

November 2007 to-date – Owner/Director of Accentia Ltd

Results Based Interim Management Consultancy predominantly but not exclusively serving the FMCG market place

May 2005 – November 2007 Northern Foods –Walter Holland and Sons - Baxenden

Commercial Controller – Retail

A £27m Turn Over autonomous Business Unit within Northern Foods producing Pies and Pastry products

Sept 1998 –May 2005 Schwan's Consumer Brands Ltd – Leyland

Business Unit Controller

Privately owned European Division of \$4bn parent, manufacturing frozen pizza ready meals and desserts under key brands Chicago Town, Freschetta, Amanda Smith and Customer Label.

April 1996 - Sept 1998 Premier Brands – Moreton Commercial Manager - Ireland

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Sept 1994 - April 1996	Quaker Beverages U.K. - Richmond National Account Manager – National Grocery Multiples
May 1993 - Sept 1994	Peaudouce U.K. Ltd - Telford National Account Manager - Chemist /Distributors
July 1990 - May 1993	Coca Cola & Schweppes Beverages Ltd., Uxbridge Northern & Central Regional Sales Manager Responsible for 7 K.A.E.'s 1x Field Development Exec
April 1992 - May 1993	
Mar 1991 - April 1992	National Account Executive - Impulse Division
July 1990 - Mar 1991	National Account Executive - Grocery Division
Mar 1986 - July 1990	Smiths Crisps - Reading Field Sales Trainer - Retail Division
Dec 1988 - July 1990	
Mar 1987 - Dec 1988	Sales Representative - Grocery Division
Mar 1986 - Mar 1987	Relief Sales Representative - Grocery Division
Jun 1981 - Mar 1986	Bookwise Service Ltd. - Godalming

ADDITIONAL INFORMATION

- Completed a Sentinel Behavioral Negotiation Course
- Completed basic ECR and Category Management Course with EC Glendinning.
- Completed a Discrimination Course – Schwan's Internal
- Completed Management Skills Development Programme in conjunction with N.H.A. International and a number of Business Development Programmes with EC Glendinning covering – time, financial and account management.
- An active member of the **Northwest Regional Committee for CARAVAN** (formerly known as the National Grocers Benevolent Fund), raising £100k+ for this charity last year.

EDUCATION

1979 - 1981	Stockport College of Further Education.
1979	BEC General Diploma in Business Studies
1981	BEC National Diploma in Business Studies
1973 - 1978	St. Philip Howard Secondary School.
1978	4 "O" Level passes and 2 C.S.E. passes.

FAMILY/ INTERESTS

Happily married with two teenage children
Enjoy most sport but particularly football and squash
Like trying new experiences eg bungee jump for charity raising £300
Ride a mountain bike off road and also run to try to keep fit
Enjoy music and particularly live music events

CONTACT DETAILS

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