## **James Conway – Personal Profile**

A Senior Commercial Manager with an FMCG Sales and Marketing functional background together with General Management experience of varied business models: - Corporate, Start Up, High Growth and Turnaround with full P&L responsibility and cross functional project lead completions.

Global exposure via International Brand Licensing, Joint Venture Partnerships and Licensed Distribution Agreements with In House Manufacture supported via global sourcing.

Multi Industry interim management experience via Krede Ltd - owned company.

**Business Sector Experience**

**FMCG**: - Chilled, Frozen, Non-Food, Personal Care and Ambient

Brands include – Anchor, Clover, HP, Petit Filous, Sara Lee, Blanx and Stain Devils.

**Consumer Durables**: - Beds and Bedding

Brands include – Silentnight, Sealy and Rest Assured

**Telecommunications**

**Fulfilment Distribution**

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### Employment History

**November 2013 – August 2014 - Park Cake Bakeries – M&S Controller (Interim)**

Company Profile

Park Cake Bakeries is a Manchester based major supplier of private label cakes and desserts to M&S. Initially engaged as bridging commercial lead between permanent employees with a brief to deliver peak period chilled category objectives.

Specific deliverables include £10m of Net Sales, £2m of trading profit, representing 60% of annualised total, inclusive of promotional, marketing and PR initiatives and together with commercial relationship management. Subsequent business gain of additional £40m M&S contract necessitated scale on-boarding project from prior incumbent with successful delivery completing assignment.

**January 2014 – April 2014 - NBK Capital (Istanbul) – Consultant**

Company Profile

NBK Capital Istanbul a PE arm of National Bank of Kuwait focussing on asset investments within Europe, North Africa and the Near East. Engaged as sector consultant conducting targeted asset intelligence, due diligence both office based and on the ground with subsequent reporting and recommendation of asset purchase progression. Initial target company, a Turkish based consumer durables manufacturer and retailer with operations throughout Eastern and Southern Europe.

**August 2013 – January 2014 - Development Partners International – Consultant**

Company Profile

DPI LLP is a London based Private Equity business managing funds focussed on asset investments within Africa. Engaged as a member of targeted asset due diligence team completing pre-bid company audit visits to companies within Africa, engaging with local management teams and completion of investment recommendation reporting post visit.

Targeted companies comprised a Mattress manufacturer in Nigeria and a Personal Care business in South Africa. Personal responsibility for due diligence completion of Marketing, Sales and Operations.

**September 2012 – September 2013 - 118 Numbers – Consultant**

Company Profile

118 Numbers.com is a scale-up telecommunications business development project with revenues generated via allocation of 08 number ranges to SME’s and associated inbound call charges together with upsell of added value services and self-service web based consumer directory platform trading as Local Rate Directory.com

Project based on introduction of appropriate process and structure to support business scaling objective, launch of on line directory web site and social media presence, e-com platform and partner company relationship build with partner status for both BT, Cable & Wireless, Talk Talk Business and Yell.com secured.

**February - July 2012 – Symington’s Foods Ltd – Business Unit Director (Interim)**

Company Profile

Symington’s is a privately owned, £165m turnover food manufacturing group headquartered in Leeds and supplies both branded – Ragu, Chicken Tonight, Campbell’s, Golden Wonder, Aunt Bessie’s and Ainsley Harriot. – and private label products to major supermarkets.

Assignment scope was to recommend solutions to mitigate an identified £850k redundant product and materials issue via UK and international disposal via review, recommendation and implementation phases.

Assignment completed successfully within 6 months delivering cost avoidance of £500k and delivery of effective forward management systems to in house team ensuring no repeat issue.

**January 2007 – November 2011 - Silentnight Group Ltd**

March 2009 – November 2011 - Managing Director Silentnight Brands

July 2007 – March 2009 – Silentnight Group Sales Director

Jan 2007 – July 2007 – Managing Director Rest Assured (Interim)

Company Profile

Silentnight Group is a formerly private (until 2011) and now PE owned supplier and manufacturer of beds and bedding products within the UK and Ireland and represented globally via a network of brand licensees. The group commands a 25% £ share of the UK marketplace representing a significant brand leading position. Proprietary brands include Silentnight Beds and Rest Assured with the Sealy brand offered under licence from Sealy US via a UK brand licence agreement.

Personally responsible for commercial functions during tenure as MD Silentnight Brands in addition to wider GM role.

Total turnover of £115m maintained within a marketplace which declined by value c10% annualised by driving market share from 20% to 25%.

Annualised EBITDA progressed from £10m to £12m delivering a profit performance enhanced by 1.5pts to ROS of 9.2% over the term.

Key Commercial Deliverables

* Review, re-structure and enhancement of commercial function.
* Silentnight brand re-launch supported by full marketing mix.
* Introduction of bespoke ranges for major multiple retailers
* New channel entries – Leisure, Supermarkets, e-com (direct to consumer), DIY sheds and Warehouse Clubs.
* Distributor channel profitability project implemented.
* International brand licencing development from 28 to 52 countries.
* Secured London 2012 Olympics bed supply contract

**December 2002 – October 2006 - General Manager Acdoco Ltd**

Company Profile

Acdoco is a family owned private company operating within the non-food FMCG marketplace manufacturing and licensed distributing a comprehensive branded portfolio across a number of categories.

Laundry Additives - “Glo Care”, “Stain Devils” and “Oxi Clean” brands.

Household Cleaning - “Dr Beckmann Rescue”, “Kaboom” and “Kim & Aggies Squeeki Clean” brands

Personal Care - “Bionsen”, “Blanx” and “Seaweed Naturals” brands.

# Role Specifications

* Strategic plan development and delivery (1 and 3 year cycles)
* Full P&L responsibility (including acquisition / capital investment)
* Development of direct reports functional heads (7) and senior management team (14) enabling strategic goal achievement.
* Management of international joint venture partnerships (Germany x2, USA x2, Italy, Eire, Denmark)

**June 1999 – November 2002 - Business Unit Managing Director Sara Lee UK**

**(Frozen and Chilled Division)**

Role Specifications

* Member of company executive team
* Building strategy direction and marketing plans to deliver profit growth requirements in conjunction with customer business plans.
* Man management of commercial teams
* Direction of customer services team to maximise channel objectives

**July 1995 – June 1999 - Dairy Crest / Yoplait Dairy Crest**

Jan 1998 – June 1999 -National Accounts Controller – Retail Multiples

Feb 1998 – Dec 1998- Marketing Manager Weight Watchers from Heinz

Oct 1996 – Jan 1997- Senior National Accounts Manager

July 1995 – Oct 1996 -National Accounts Manager

# **October 1990 – July 1995 – Anchor Foods Ltd – NZ dairy board**

March 1993 – July 1995 – National Accounts Manager

Oct 1990 – March 1993 – Regional Accounts Manager

# **November 1987 – October 1990 – H.P. Foods Ltd – Fieldsales**

Sept 1989 – Oct 1990 – Regional Sales Manager – South East

Sept 1988 – Sept 1989 – National Field Sales Trainer

Nov 1987 – Sept 1988 – Territory Manager – North West

**July 1983 – November 1987 – H.M. Royal Navy – Communications Division**

# **Personal Details**

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