|  |
| --- |
| Lesley STEARS |
| **Marketing DIRECTOR** |
| 49 Howards Lane, Putney, London, SW15 6NY  Tel: +44 (0) 7740 061869; email:lesley@stears.me lesley@stears.me |

**PROFILE**I am an experienced brand, customer and shopper marketer with over 20 years of experience and have a strong track record of delivering profitable growth for FMCG brands, with a particular emphasis on strategy development and implementation. In addition I have worked in a number of key roles where I acquired a range of commercially strategic and operating marketing skills, all of which have been honed in the challenging and highly regulated market place of tobacco, where creative brand messaging has been critical to commercial success. I am currently involved via consultancy with the FMCG food business and food retailing areas.

Key to professional success has been the development of 3 critical skills:

* To build a strong “mind-set” and understanding of the consumer, their needs and expectations;
* Leading results orientated collaborative teams;
* Displaying gravitas, courage and conviction to influence at all levels, thereby ensuring personal engagement with the plan. This is driven by my belief that emotional buy in and internal commitment is key to driving results.

Being able to repeat this profitably, utilising my energy, passion and precision; with creativity; with a lot of fun with others and the buzz of making a difference is what drives me. What I enjoy the most is being able to shape the future; achieving results by building memorable brands. I seek a role in a business that genuinely sees Marketing as the engine to drive the numbers.

I am a highly self-motivated, organised and resourceful leader with the proven capability to command great loyalty, trust and respect across multi-disciplined teams.

**TRANSFERABLE CORE COMPETENCIES**  
Strategy development and implementation Strong commercial skills, with the consumer at the heart  
Motivating, managing and leading teams Excellent knowledge & understanding of UK trade channels & shoppers  
Leading cross functional project teams Deliver outstanding results  
Highly proficient analytical skills Excellent communication skills

**JULY 2014 – PRESENT: INSIDE OUT MARKETING**

Currently undertaking marketing consultancy projects within the FMCG food business, within food retailing and for PRIME, the Prince’s Initiative for Mature Enterprise.

**2007 – 2014: JAPAN TOBACCO INTERNATIONAL**

*JTI is the 3rd largest tobacco company in the world with sales in 120 markets. In 2012 the company employed 27,000 people with sales of £7.4billion, with operating profits of £2.7 billion.*

**Director of UK Brand Strategy & Portfolio, Other Tobacco Products: June 2007 – June 2014**

Responsible for developing, defining, implementing and leading the strategic direction and management of JTI’s entire cigar and tobacco business in the UK. Encompasses creating and developing: brand and portfolio strategy, brand vision and positioning, brand communications, as well as leading and guiding an active NPD program. One of nine members of the UK’s Executive Board that is responsible for managing the UK entity. Led a management team of 8.

**KEY ACHIEVEMENTS**

* Annual profit delivery of £126 million (30% of JTIs UK profits) funded by an annual marketing spend of £4 million.
* Successfully led and managed the growth of JTI company market share for its Roll Your Own (RYO) business from 28% in 2007 to 41% by 2013 with volume growth of 250% (vs. market volume growth of 80%).
* Developed and grew the Amber Leaf House to become the UK's bestselling RYO and then overall tobacco, including cigarettes, brand. From 2007-2013 volume grew 200%, and market share grew from 22% to 35% in an increasingly restricted market environment. Grew all consumer soft indicators for usage, trial and spontaneous awareness.
* Created and implemented an aggressive NPD program, delivering successful strategic brands:
  + Benson & Hedges Gold and Silver Rolling Tobacco: UK's 1st extension of a cigarette brand into RYO
  + Sterling Rolling (won 2011 Product Launch of the Year from Retail Industry Awards)
  + Amber Leaf Blonde (named by The Grocer as Top Tobacco Launch of 2012)
  + Championed innovative line extension launch of Amber Leaf 3in1, the UK's 1st complete smoking kit
* Conceived re-structuring of RYO merchandising strategy by driving allocation of an increased presence for RYO.
* Successfully informed and influenced key influential stakeholders within Global HQ in Geneva, regularly engaging with, and presenting to, the Executive Committee.

**1989 - 2007: GALLAHER GROUP PLC, WEYBRIDGE, SURREY (HEAD OFFICE)**

*Gallaher was the 5th largest tobacco company in the world with sales in 76 markets. Prior to acquisition by JTI in April 2007 the Group employed 12,000 people with an annual turnover of over £8billion, and operating income of £660 million*

**Head of Group Marketing Services: January 2006 – June 2007**

Responsible for formulating and managing Group Marketing information across the business by developing and implementing an effective and dynamic communication strategy.

**KEY ACHIEVEMENTS**

* Developed and set up the concept of the Department becoming an internal consultancy to offer information, advice, guidance and strategic direction throughout the business.
* Conceived and defined departmental vision, strategy and objectives identifying 12/18/24 month milestones. This led to a significant growth in our internal customer base, with the team’s expertise and added value recognised and exploited.
* Successfully led, motivated, managed and developed a diverse team of 12 inward facing individuals who had previously had issues regarding communication, motivation and results.. .

**Head of Business Development UK, Gallaher Group PLC: March 2004 – January 2006**

Reporting directly to the Managing Director UK, sole responsibility for exploring non-core UK Business Development opportunities in areas related to the tobacco business. Member of the UK’s Executive Board.

**KEY ACHIEVEMENTS**

* Led and managed the due diligence process of a potential £10 million acquisition enabling an evaluation to be completed, prior to indicative and revised offers for the company. Regularly updated Gallaher Group Board members.
* Created and developed a strategic plan for the UK business to distribute and sell lighters. This involved nurturing a business relationship with an international supplier, leading to the signing of an agreement in early 2006.
* Led a Main Board project to create significant non-core revenues from company merchandising assets post ad ban.

**Head of UK Marketing, Gallaher Group PLC: February 2001 – February 2004**

Responsibility for creating and delivering the strategic direction and management of Gallaher UK’s entire portfolio of cigarettes, cigars and tobacco. Directed brand advertising and promotional budgets with annual spend averaging in excess of £40 million. The UK generated £290 million in operating profit in 2003, circa 50% of Group total. Appointed onto UK’s Executive Board.

**KEY ACHIEVEMENTS**

* Against a background of continual change and stretched manpower delivered a galvanising effect on brands marketing and as a result, renaissance of company market share.
* Conceived and launched B&H Silver, returning B&H House to growth, addressing ageing profile and recruitment issues. Achieved sales 32% above forecast, and 1.4% share in Year One.
* Drove a re-focus of the Mayfair brand in 2003 via an aggressive pricing strategy, leading to significant share growth. Mayfair KS House grew from 8% in 2001 to 10% in 2004. Launched Mayfair Superkings, achieving 1.3% in 6 months.
* Successfully drove exploitation of the pre-advertising ban environment in 2002 and 2003 including the Silk Cut “Fat Lady Sings” media and PR campaign resulting in Gallaher “owning” the advertising ban.
* Coached, trained and managed a team of 11 managers across brand and customer marketing and research.
* Formulated, developed and executed a plan to re-organise the marketing department to include customer marketers.

**EDUCATION & TRAINING RESUME**

Diploma in Management Studies, Thames Valley University 1992

BA (Hons) Modern History & Politics, University of Sheffield 1985-1988

Young Managers Program, Insead;

Finance for Marketing Executives, IMD;

Developing Deliverable strategies, Cranfield;

Relationship Marketing, Brand Management Development and Making Successful Acquisitions, all at Ashridge Business School

**PERSONAL**

Full clean driving licence

Interests include tennis, ski-ing, minis rugby (I manage an Under 10s team), the Isle of Wight and food

References upon request