

# JOE BLOGGS

13 Highway Road, London, SW69 5ZZ  
(H) 0208 123 4567 (M) 0789 123456  
j.bloggs@hotmail.com

An insightful Managing Director with an outstanding track record of successful leadership developing businesses in a diverse range of markets, products and cultures.  
Focussed and energetic in approach, identifying and creating long term relationships has driven sustainable, profitable business and accelerated organisational transformation.  
A highly articulate, confident and dynamic leader, who is able to build and inspire high performing teams to achieve exceptional business performance and long term accountable development.

## CAREER HIGHLIGHTS

- Relaunched the world's leading Home Dog Clipping System in the UK with a fully integrated launch campaign, (including TV), surpassing profit and revenue levels of the past 10 years.
- Transformed a health and fitness appliance business in the UK Health and Beauty Market, achieving highest ever category market shares and retail penetration levels in company history.
- Restructured the Sales and Marketing activity of a £580m media business, significantly reducing costs and transforming operational effectiveness
- Selected, motivated and led management teams to transform business cultures, revitalising performance levels and implementing results oriented environments

### PoochClip 2009 – 2010

PoochClip, a private equity backed business, is the world's largest manufacturer, distributor and marketer of Home Dog Clipping Systems, with the brand being sold in over 35 countries worldwide.

## MANAGING DIRECTOR - UK

Reporting to the Global CEO, with full P & L accountability to turn around the UK division and relaunch an iconic brand to deliver a sustainable and profitable business. (Promoted from Commercial Director to Managing Director after 6 months).

## Key Achievements

- Created UK business development strategy, gaining agreement and investment from global board of €3.5m for national "relaunch" marketing campaign, including TV.
- Implemented an accelerated sales growth strategy, leading to a 75% increase yoy in sales and a 35% reduction in profit deficit in the first 5 months
- Devised, developed and executed marketing and PR strategy to reposition brand, leading to an 18% increase in unprompted brand awareness and over €2.1m (equivalent) of coverage in 5 months.
- Instigated a review of current supply chain leading to a 7% reduction in warehousing and distribution costs and the introduction of a home delivery system.
- Prioritised business development approach to deliver the highest retail account penetration for 4 years, delivering a 95% increase in retail distribution.
- Recruited and directed a UK executive team, leading a cultural change programme to deliver a high performance group aligned in purpose, objectives and measures.

## **MEDIGADGET GROUP (UK) LTD      2006 – 2009**

MediGadget Group is the world's largest manufacturer and supplier of health and fitness appliance products with a turnover of £370m, market leading share in all categories and trading worldwide.

### **UK SALES DIRECTOR**

Recruited to implement a strategic review of the total UK business and to deliver a successful and sustainable future growth strategy for profit, market share and category development.

#### **Key Achievements**

- Produced a 3 year business strategy which was agreed by the global board for investment, with targets for significant top line and bottom line growth, business outsourcing for supply chain activity and a full restructure of the UK Sales business.
- Delivered a 43% increase in gross sales figures, 38% increase in gross profit and a 10% increase in net profit in 18 months, significantly ahead of the agreed business plan
- Grew MediGadget's category market share to 51% in bathroom products, 48% in kitchen products and 81% in wellbeing products, the highest levels ever achieved in the UK.
- Successfully led and implemented a programme of cultural change throughout the organisation which has driven an improvement of 15% in the internal employee satisfaction survey,
- Provided clear strategic direction to the creation of a global NPD and sourcing strategy which delivered a 6% reduction in cost prices, a 5% reduction in product delivery timings and a 12% increase in successful product launches.
- Sourced and managed the tender for a new business IT system to deliver 15% efficiency cost savings across key business departments.

## **FIRSTMAG LIMITED      2001 - 2006**

FirstMag is the market leading magazine sales, marketing and distribution company in the UK with a turnover of £580m, dominant market share and 180 employees.

### **HEAD OF SALES**

Head hunted to grow profitable market share and pioneer a new business culture at a time of major technological change, industry restructuring and accelerating consolidation activity in the retail sector.

#### **Key Achievements**

- Provided clear strategic direction in the creation and development of a comprehensive business plan, to fundamentally restructure the business with clearly defined growth objectives. Won acceptance as the blue-print for the future.
- Restructured the sales and marketing activity of a £580m business covering 5000+ retail accounts into customer focused business units, reducing sales force costs by 9% and improving operational effectiveness by 5%.
- Repositioned the business to ensure clear differentiation against the competition and concentrated the communication of the business offering to targeted customers. Awarded long term Business Partnerships with top 5 accounts.

- Changed the nature of relationships with major customers into long term partnerships by introducing a “category management approach” with key FMCG accounts worth £400m.
- Prioritised National Account and Field Sales development by focused account management with a team of 55 people, generating major gains (e.g. £47m through increased product penetration) and market dominance through increased customer retention.
- Selected, motivated and led management teams to bring a change in outlook, developing a culture of high performance through coaching across all areas of the business. (E.g. developed new “steps to the call” matrix for Field Sales Team which when implemented returned a returned a 6% increase in sales revenue).

## EARLY CAREER HIGHLIGHTS

- **ANGUS MACDONALD LTD      1998 – 2001 ( NATIONAL ACCOUNT CONTROLLER)**
  - Created channel strategy for Top 6 accounts , delivering business growth double the market rate and exceeding new business development targets of £2.7m
- **CASEYS (UK)                      1997 – 1998 ( NATIONAL ACCOUNT MANAGER)**
  - Generated customer partnerships at all business levels ensuring that Casey’s were “ first choice”, delivering a yoy sales growth of +20% and improving margin and profitability levels
- **HEAVY RETAIL PLC                      1994 – 1997 (TERRITORY MANAGER)**
  - Developed largest territory in the UK, increasing revenue by 34% in 12 months and winning Salesman of the Year with a performance of +18% above target.

## QUALIFICATIONS AND DEVELOPMENT

2004 – Present	Associate speaker on the Advanced Development Programme Slough School of Management
2003	Slough School of Management – Advanced Development Programme
1990 – 1994	Redcar University – BA (Hons) German and European Studies (2:1)