

Date / Country: June 2008 - Feb 2009: FRANCE,
Employer: CA17 International: One of France's leading Rural Development agencies
Position held: Change Management Consultant to CA 17 International

- Developed Strategy Structure and Quality Controls at CA17
 - Developed Sales and Marketing plan for French West Africa and Eastern Europe
 - Team training in Sales and Marketing
 - Organisational Management Training and ongoing coaching
 - Merger and Acquisition plan
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Date / Country: 2000 - 2005 / IRELAND,UK and USA
Employer: Glanbia plc ; World leader in Dairy Products
Position held: Group Marketing and Innovation Director

KEY ACHIEVEMENTS

- Transformed the culture and capability from a production led low margin food business to a consumer based , high margin profitable enterprise.
- Totally refocused the Group Innovation programme delivering 5% of Group profitability from new products per annum
- Overall responsibility for brand marketing and sales processes in Ireland and UK working with a team of 30 people. During this time we merged two sales forces and two marketing teams to create a portfolio based commercial team in the UK and in Ireland with annual turnover of €270M
- Gained trust and buy-in for significant NPD and Marketing investments from a Co Operative based Board with diverse interests.
- Conducted a feasibility study and Test Market Launch of a Dairy based Snack product for the UK Retail Market total value at retail of stg£5m
- In the Food Ingredients team developed a number of breakthrough,branded dairy products which were sold to major FMCG companies such as Danone, Yoplait and Pillsbury
- Led a company wide Packaging Development project with a view to streamlining production and improving shelf standout and consumer appeal.
- As part of the Senior Management Team, the business was transformed from a loss making operation with negative margins to delivering compounded growth rates(CAGR) of between 15 and 25% at nett margins of 4.5%
- Led Training in Sales, Marketing and Innovation for the Group of companies in Ireland, UK and USA.

Date / Country: 1997 - 2000
Employer: UDV UK / Diageo plc
Position held: Marketing Controller UDV UK

Key Achievements:

- Achieved CAGR of 20% across this period as part of the management team (sales, finance, logistics and general manager)
- Profit responsible with monthly, quarterly and annual targets. In addition responsible for writing a rolling 5 year strategic plan for our business.
- Managed a budget of €30M on an annual basis, in conjunction with senior management team. This budget covered all marketing and product development
- Responsible for developing all marketing activities from concept, including TV advertising, Web Marketing, PR, Market Research, Retail promotions, Special Packaging.
- With Innovation team responsible for all Product and Packaging Development for the portfolio focusing on shelf appeal, utility and cost
- Led and developed a team of up to 17 marketing professionals as direct reports being responsible for their professional development, coaching and target achievement.
- Part of cross functional team involving Purchasing, Production and Logistics to ensure on time availability of all brands and oversee Quality Assurance and Consumer Feedback.
- Part of Integration team following Merger of IDV and United Distillers working on Promotional Effectiveness

Date / Country: 1989 - 1996 / Africa/Middle East, Ireland, USA
Employer: R and A Bailey/Baileys
Position held: Sales Manager Middle East and Africa to Global Marketing Director Baileys

Key Achievements

- Consistently delivered profit growth in Middle East and Africa in excess of 75% per annum through consistent brand executions tailored from global brand platform.
- In North America delivered profit growth of 15% year on year.
- Winner of the Paddington Award for Marketing Excellence in Packaging Design.
- In South America delivered profit growth 50%; in conjunction with national marketing companies responsible for full Marketing Budget of \$15M tailoring all marketing ideas and promotions to the requirements of the local market.
- In Europe responsible for Marketing and Product development programmes in Ireland, UK, Germany, Scandinavia, Benelux where growth of 8% was achieved across the region

- Delivered packaging and liquid innovation which was implemented in all major global markets
- Leader of Strategy Development team, and led Company Wide training in Value Based Management.



EDUCATION:

Institution:	Irish Management Institute Dublin
Date:	2002
Degree obtained:	Master of Business Studies
Institution:	University College Dublin
Date:	1979 - 1984
Degree obtained:	Bachelor of Agricultural Science (Honours Graduate)

MEMBERSHIP OF PROFESSIONAL ASSOCIATIONS:

Irish Management and Marketing Institute

President, Secretary of Chamber of Commerce East Cork, Ireland

Board Member of the University College Cork Food Industry Partnership Board (2001 - 2004)

Board Member of the Irish Export Board; (1993 - 1996)

TRAINING

Cost Effective Consumer and Trade Market Research; Market Gap analysis ; Innovation Processes and Procedures ; The Diageo Way of Brand Building ; The Diageo Way of Selling; Time and Resource Management ; Organisational planning and development ; Cost Effective Marketing and Promotion ; ; Financial Skills Development ; Managing the Supply Chain - how to connect the Consumer Need to the Production Capability

Training in International Business Development:

Strategy and Business Planning ;Value Based Management- Return on Capital Employed ; Making Innovation an effective Contributor to Company Profitability; Understanding Trade and Cultural Requirements in diverse International Environments

COUNTRIES OF WORK EXPERIENCE:

Jan 2005 - Present	TANZANIA BULGARIA SPAIN FRANCE USA GERMANY
2000 - 2005	IRELAND UK USA MEXICO FRANCE
Jan 1997 – Dec 1999	UK USA
Jan 1989 – Dec 1996	MIDDLE EASTERN MARKETS AFRICAN CONTINENT LATIN AMERICA CENTRAL AMERICA
Jan 1985 – Dec 1989	KINGDOM OF SAUDI ARABIA
Jan 1983 - Dec 1984	AUSTRALIA
1977	HOLLAND

LANGUAGES: (1 - excellent; 5 - basic)

	<i>Speaking</i>	<i>Understanding</i>	<i>Written</i>
English	Mother Tongue		
French	4	3	3
Spanish	4	3	3
Arabic	5	5	n/a
Kiswahili	5	5	5

In Summary

I have enjoyed a fantastically varied , stimulating and successful career to date. Having spent much of my career in a plc environment, setting up a successful business advisory service has given an edge to my experience and has further strengthened my belief in building businesses through good people , well led with a strong executorial focus.

Peadar

May 2010