

NAME: **ASH, Christopher John**

SPECIALISATION: Sales and Marketing

YEAR OF BIRTH: 1947

NATIONALITY: British

QUALIFICATIONS: BSc, Social Sciences in Economics and Statistics, Southampton University, 1970

OTHER TRAINING: Unilever Introductory Business Course
Unilever Marketing Course (three week residential course including computer business game)
Ross Foods Management Development Course
Berlitz four week crash course in German

PROFESSIONAL PROFILE

- Over 30 years experience in sales and marketing for a wide range of dry, canned, chilled and frozen food products;
 - Experience of non food retail goods including toys, batteries and pet food;
 - Experience of business planning, market research, the analysis of eating habits data and the development and launching of new products;
 - Experience in the establishment of new companies, dealer networks and distributors;
 - A hands on manager, with boardroom experience and the ability to train others.
-

EXPERIENCE

- 1999 to date: **United Kingdom**, Eglon Enterprises.
Established own company and activities to date include:
- 1999 to date: **UK**: Advised a private Australian company on setting up a business in the UK as a springboard for expansion into Europe. Established the new business, set the marketing strategy, recruited and trained sales staff and established warehousing and distribution. Appointed part time General Manager.
- 1999: **Slovenia**: Business Planning & Marketing specialist for BMC on a study to assist an established manufacturer of coffins to prepare a marketing strategy. Desk research was carried out together with a series of qualitative interviews with customers (Funeral Directors). Three visits were made to allow management to prepare the necessary data and to help them establish a marketing department.
- 1998/99: **Slovenia**: Business Planning & Marketing specialist for BMC for the preparation of a marketing strategy for a toy manufacturer, including three visits and attending toy fairs in the UK and Germany. Advice was given to assist the company to discover the reasons behind the consumer decision to purchase their products. This centred on market research, group discussions and new product creative events.
- 1991-98: **United Kingdom, Managing Director, New Bright UK Limited**
The leading brand of battery operated boys toys in USA, including remote and radio control. With its Headquarters in Hong Kong, world turnover exceeds \$100m at ex-factory prices.

P & L responsibility for the UK. Subsidiary. Responsible for setting up the company and developing New Bright into a £5m brand at retail and growing in a stagnant (recessionary) market. Functions included setting Business Strategy, Sales and Marketing, Purchase of stock, Physical Distribution and Finance. New Bright UK Ltd buys stock from the Hong Kong parent, and solicits sales from both the UK toy trade and export customers in Europe.

- 1991: **United Kingdom, Managing Director, New Bright Europe Limited**
Responsible for the development of profitable sales through 15 exclusive agents in all countries in (Western) Europe. This responsibility covers the whole spectrum of the business mix including marketing, new product development, pricing, promotional support, packaging, selling, physical distribution and financial affairs. Key markets have been identified, and plans laid for the more effective realisation of the potential business, including establishing own subsidiary companies. This led to the formation of New Bright UK.
- 1989-90: **United Kingdom, Marketing Director, Varta Limited**
Europe's largest battery manufacturer, with its Head Office in Hanover, West Germany, turnover £600m.

Responsible for the strategic marketing direction of the Company, the profitability of the Consumer Division and the logistics function. Varta has become, since January 1989, the authority on environment friendly matters in the UK battery industry. A small team of eight people implemented the Marketing and Logistics Policies using outside agencies for advertising, PR, market research, promotions and warehousing and distribution.
- 1986-88: **United Kingdom, Sales and Marketing Director, Varta Limited**
Responsible for the profitability of the Consumer Division, including the formulation of the annual plans and the achievement of these through management of a team of 20 people. A complete restructuring of the Company was implemented, involving the disbanding of a 20 man sales force for economic and efficiency reasons. Sales of £6m grew by 20 percent.

The Company required a more concentrated focus on marketing strategy for the future, and hence a Sales Director was hired to take over the sales function.
- 1985: **United Kingdom, Marketing Manager (Sales & Marketing Director Designate), Varta Limited**
Responsible for fine tuning with Company's marketing strategy and developing a new creative execution with the advertising agency, Wight Collins Rutherford Scott plc, as well as administering an advertising budget of £2m. This involved researching many creative executions before final ads were agreed. Responsible for planning a total restructuring of the Company in conjunction with the Sales and Marketing Director.
- 1983-85: **United Kingdom, Regional Manager, Special Markets Division, Quaker Oats Company**
Profit responsibility for Quaker's packet pet food business in the UK and Switzerland, plus responsibility for exports of other pet foods to Luxembourg, Scandinavia, France and Italy. All business conducted through distributors. Sales of ,11m grew at 20 percent with a marketing budget approaching £2m. Gained experience of market research outside of the UK, and developed new marketing strategies relevant to the products' strengths.
- 1980-82: **United Kingdom, Deputy Director, New Business and European Distributor Markets, Fisher-Price Toys Division**
Responsible for maximising sales, and long term profitability, through a network of 12 distributors in Europe, using a total marketing budget of over \$1m. Advertising programmes were developed in three countries, and sales grew by 25 percent.

- 1977-80: **Europe, Business Manager, Green Giant Company (since February 1979 Pillsbury Co)**
Profit responsibility for Europe, less UK and France, to Vice-President, Pillsbury Export Division. Total control of all aspects of business (except production) to maximise profitability through network of agents in 11 major Western European countries including Scandinavia. During the two and a half year period, sales more than doubled to \$7m and profit improved fivefold.
- 1976-77: **United Kingdom Group Marketing Manager, Green Giant Company**
Responsibility for the formulation and implementation of marketing policy for the Green Giant line in the UK (marketing budget of over \$0.5m), plus new product development.
- 1975-76: **United Kingdom, Marketing and Sales Manager, Green Giant Company**
For the first time, one manager was placed in charge of business in the UK, which accounted for 80 percent of European turnover. The job involved responsibility for a , 400,000 marketing budget plus control of, and liaison with, the UK selling agent, Food Brokers Limited. The job became too large for one person very quickly, and a new US Vice-President decided to strengthen the management team by recruiting more people.
- 1975: **Europe, Product Marketing Manager, Green Giant Company**
Responsible for the European Marketing Director for implementation of marketing policy in all 13 active European countries, including UK and France. A European wide market research study was commissioned to investigate eating habits. The desire for a clearer focus on the UK changed the job after six months.
- 1973-74: **United Kingdom, Product Group Manager, Ross Foods**
Classical marketing job, responsible for fish and ice cream and dessert products, in all turnover of c. £30m. Involved in major thrust into home freezer market, plus launching several new products.
- 1972-73: **United Kingdom, Product & Marketing Research Manager, Craigmillar Division, Unilever**
Market research responsibility for the whole catering division of Van Den Burghs & Jurgens Limited, plus sector management of Cash & Carries, in addition to management of a range of prepared mixes.
- 1972: **United Kingdom, Assistant Product Manager, Spry Crisp'n Dry, Unilever**
Classic experience of product management in a blue chip company. Also new product development featured highly.
- 1971-72: **United Kingdom, Product Manager, Craigmillar Division, Unilever**
Initial on-the-job business experience managing a range of flour based prepared mixes. A complete redesign of the packaging was initiated and implemented plus two line extensions were introduced.
- 1970-71: **United Kingdom, Sales Representative, Craigmillar Division, Unilever**
Joined from University under the Unilever Companies Management Development Scheme. Selling to master bakers, caterers and restaurant owners, developed real selling skills as opposed to an ability to take orders.

LANGUAGES	Speaking	Reading	Writing
English (mother tongue)	Excellent	Excellent	Excellent
German	Good	Good	Good
French	Elementary		