

Niall Fernley

14 Mount Drive, Milwood, Garbidge, G19 3FG

Tel: 01222 345 666 Mobile: 07789 890123 e-mail n.fernley@ntlworlds.co.uk

Qualifications

A highly experienced computer-literate **Sales and Marketing Director** who has consistently adopted a systematic approach over all areas of responsibility, responding to the specific requirements of each market sector, and ensuring that the best possible level of customer service has been delivered. Operating in situations which have required responding to the management of change and evolving innovative solutions to deal with such matters, there has been developed in-depth appreciation of all areas of the FMCG market and the related supply chain.

History

Mexhandite International

1999– Date

Sales and Marketing Director. Led a team of 15 responsible for all marketing and home and export sales in Company manufacturing a wide range of household and personal care products.

- Increased annual sales year on year by 15%, i.e. from £10 million to £26 million
- Negotiated with major high street multiples; gained listings for private label and branded products
- Developed partnership agreements with leading retail outlets leading to major volume sales, e.g. Safeway soaps 16 million units, Morrisons fabric conditioner 1 million and Tesco washing up liquid 3 million
- Formulated pricing programmes to increase gross profits

Celtic Pride Dairies

1992 – 1999

Group Sales Director. Rationalised sales operation of two separate companies and led sales team of 30; responsible for all training and development.

- Negotiated new trading arrangements with high street multiples representing additional £7 million sales p.a.
- Co-ordinated all aspects of major new product launches
- Increased turnover to £170 million, the highest for any Scottish food manufacturer
- Delivered effective solutions to a particularly diverse range of sales related issues

Penkish Farm Dairy Foods Ltd

1990 – 1992

Sales and Marketing Director. Devised and implemented comprehensive training courses to improve effectiveness of sales and marketing teams.

- Held responsibility for all sales and marketing activities in £78 million turnover company, managing 40 staff
- Managed all arrangements for FreshCool brand, Scotland's biggest grocery brand with £30 million sales
- Operated in a pro-active manner to develop and launch brands to specifically meet customers' requirements, e.g. fresh milk portions (Forte) and FreshCool in plastic bottle
- Devised, developed and implemented a considerable number of influential marketing campaigns to increase public awareness of dairy product ranges

Meols Beverages Ltd

1984 – 1990

National Accounts Controller. Increased turnover in key accounts by 10% year on year (£24 to £40 million) with overall £5 million increase in profit.

- Launched a wide range of new products co-ordinating all aspects of launch programmes including sugar free dilutable drinks for Safeway and Parton Hills mineral water as Waitrose and Tesco own brands
- Contributed to overall strategy in privately owned company
- Carried out general management role over production planning, distribution and planning areas

Further Education: BSc Combined Sciences, Garbidge University

Personal: Married, British, Full clean driving licence DoB 14-9-1972

References: Available on request.