

Personal Profile

A multi-disciplined executive with extensive Board level experience in large multi-nationals and dynamic, early stage businesses. Game changing success in highly competitive sectors against challenging conditions. Genuinely people-centric with a hands on style and tenacious approach.

Key Skills & Attributes

Commercially Astute, Business Transformer

- Responsible for commercial activities at Aldi during a 10 year period when turnover increased from £265m to over £1 billion and EBITDA from -46% to +4%
- Created strategic supplier partnerships in order to unlock savings of over £14m by aligning objectives and re-engineering the Aldi supply chain
- Developed the first UK dental franchise model, selling, opening & operating 5 territories in the UK and UAE
- Completed the business turnaround of a manufacturing business, via a CVA and financial restructuring, resulting in a return to profitability and trade sale

Strategic & Dynamic Thinker

- Identified the changes necessary to reposition Aldi from 'Dirty Discounter' to 'Household Hero' then implemented the 5 year plan to achieve this
- Introduced a 'Fresh' strategy, developing £42m of new sales and quadrupled customer frequency at Aldi within 3 years
- Achieved 5th position in The Times 'Top 100 Graduate Employers' for Aldi, the highest ranked retailer within a 18 month timeframe
- Developed and launched an award-winning healthcare marketing strategy, recognised nationally in the 'Drum' awards.

Entrepreneurial Mindset

- Researched, financed and then entered the Dental sector with no previous experience and opened 6 award-winning, successful practices in the UK and Dubai
- Runner-up, Entrepreneur of the Year, Emerging Talent 2013
- Led and completed a £1.1m MBO aged 24

Influential and Credible

- Raised £1.1m to fund a MBO
- Raised £400k via Private Equity to fund dental business
- Raised £350k via a private investor to fund further dental growth

Career History

2017 – Present	Vision Analytics	Founder & NED
2011 – 2017	Dentist Direct/Love Dental Group	Founder & CEO
2000 – 2011	Aldi Stores	Trading Director
1998 – 2000	Cleveland Papers	Managing Director
1990 – 1998	Euro Wallcoverings Group	Commercial Manager