

# Craig Huntingdon

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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, tenacious approach and ability to communicate effectively at all levels.

## Key Skills & Attributes

### **Commercially Astute, Business Transformer**

- Responsible for all 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 recurring savings of over £14m annually by aligning objectives with suppliers and re-engineering the Aldi supply chain
- Developed and launched a Scottish regional range of 120 products to support entering new markets that significantly outperformed the category standard
- Completed the business turnaround of a manufacturing business, via a CVA and financial restructuring, resulting in a return to profitability and trade sale
- Provided 20x growth in a logistics business following a major strategic review and new service offering alongside the identification and recruitment of a strategic hire

### **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, quadrupled customer frequency and doubled average spend at Aldi within 3 years
- Achieved 5<sup>th</sup> position in The Times 'Top 100 Graduate Employers' for Aldi, the highest ranked retailer within an 18-month timeframe of taking on the project
- Developed and launched multiple campaigns including an award-winning healthcare marketing strategy, recognised nationally in the 'Drum' awards

### **Entrepreneurial Mindset**

- Researched, financed and entered the Dental sector with no previous experience and opened 6 award-winning, successful practices in the UK and Dubai via a unique franchise model
- Runner-up, Entrepreneur of the Year, Emerging Talent 2013
- Led and completed a £1.1m MBO aged 24 to acquire first business
- Successfully led on multiple market entry projects nationally and internationally in various sectors including FMCG, healthcare and technology

### **Influential and Credible**

- Raised £1.1m to fund a MBO
- Raised £750k via Private Equity to fund dental business
- Raised £350k via a private investor to fund further growth for dental business
- Partnered with an Ultra High Net Worth to assist with £100m portfolio management
- Active relationships advising Private Equity funds on their existing and target investees

## Career History

2020 – Present	Innovate UK	Scale Up Director
2018 – Present	RTC North (Scaleup North East)	Partner
2011 – Present	Various (Personal Portfolio)	Investor, NED, Consultant
2011 – 2017	Dentist Direct/Love Dental Group	Founder & CEO
2000 – 2011	ALDI	Trading Director
1998 – 2000	Cleveland Papers	Owner/MD
1990 – 1998	Cleveland Papers	Commercial Manager