



# Justin Sargent

Chief Executive Officer/Strategist

## PROFILE

A highly successful and growth oriented global C-suite leader with 30+ years experience working at 2 leaders in their field, Procter & Gamble and Nielsen.

I've led teams of several thousand employees at a time, had full P&L accountability for revenue streams of \$400M+ and led the strategy creation for a \$4Bn business. I'm a versatile leader who has adapted and thrived in both public and private equity environments, and I am equally comfortable with end to end or fully matrixed structures. My roles at Nielsen have also given me the privilege and opportunity to work with and influence the strategies of the biggest and best Fast Moving Consumer Goods companies on the planet.

A truly global leader, I've lived and worked in 6 different countries, including 6 years in India and China. I've succeeded in every role by 1) building strategies that identify and target business growth opportunities 2) innovating relentlessly to differentiate and create more value 3) recruiting, developing and energising world class teams.

## EXPERIENCE

Board Advisor, Advantage Group International  
Founder & CEO, Justin Sargent Advisory (JSA)

April 2024 - present  
April 2024 - present

Nielsen, International Locations  
Global President, Commercial Strategy  
President, Asia Pacific  
President, China  
Chief Executive Officer, Pacific  
Global Client Business Partner (Nestlé), Switzerland  
Group Managing Director, India Region  
Managing Director, UK & Ireland  
Commercial Director, UK  
Retail Executive Director, Australia  
Client Service Director  
Director, Advanced Analytics, Pacific  
Series of Consulting Roles, Europe

Sept 2023 - March 2024  
Oct 2021 - Aug 2023  
Apr 2019 - Sept 2021  
Mar 2016 - Mar 2019  
Oct 2013 - Feb 2016  
Oct 2010 - Sep 2013  
Nov 2007 - Oct 2010  
Oct 2005 - Oct 2007  
Oct 2003 - Sep 2005  
Jul 2002 - Sep 2003  
Jan 1999 - Jun 2002  
Oct 1993 - Dec 1998

P&G, UK  
Marketing Analyst

Oct 1991 - Sep 1993

## KEY ASSETS

C-suite Executive and Statutory Director with 30+ years' international leadership experience spanning mature and emerging markets, including extensive on the ground experience in India and China.

A strategic leader with a deep understanding of how data and digital can drive business growth, and a track record of providing expertise and consulting to many of the world's largest organisations who are transforming their business models against increasing disruption.

Multi-million dollar budget and P&L responsibility, global strategy creation, leading global and regional businesses, driving turnarounds, building external partnerships and delivering significant revenue and EBITDA growth across UK & Ireland, India, China, Australia/New Zealand and Asia Pacific.

Passionate leader of organisations of over 7000 employees, applying a transparent and open approach to empower and build leadership capabilities underpinned by high performance cultures.

A strong and intelligent communicator, who is skilful with media and adept at communicating a vision and inspiring teams.

## CONTACT

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## MEDIA/SPEAKING

### KEYNOTE SPEAKER (EXAMPLES)

Global Summit of Women (Bangkok)  
Food and Grocery Australia (Sydney)  
Amazon Global Sellers (Shanghai)

### MEDIA (EXAMPLES)

CNBC Asia Squawk Box (Singapore)  
CGTN (China)  
Times of India (India)  
Chosun Ilbo (Korea)

## QUALIFICATIONS

BSC Mathematics, Operations Research,  
Statistics, Economics (Warwick University)

Marketing Strategy Masterclass  
(Chartered Institute of Marketing)

Artificial Intelligence for Business (MIT)

Institute of Company Directors Course  
(AICD and IICD)

## BOARDS

CGA (2007-2010 UK)

GfK - Nielsen (2010-2013 India)

TAM India (2010-2013 India)

Advantage Group International (global)