

Driven, collaborative and engaging leader that creates healthy organisations and sustainable business value through people, consumer orientation, innovation and clarity. Multi-industry, small to large multi-nationals, start ups and PE funded businesses.

KEY SKILLS

- Collaboration and people engagement
- High energy — regularly influences others
- Create healthy organisations and teams
- Business Strategy and Innovation
- Proven delivery record in several industries
- Connect the dots between the outside world (consumer needs/wants, market drivers and trends), product/technical requirements and commercial business needs.
- Leadership and organisation management
- Consumer oriented
- Design, Product and Brand Strategy
- See the “bigger picture”
- Business acumen

CAREER HIGHLIGHTS

- Mont Blanc Group needed to come together to perform as a global and efficient business, protect the IPR and have a business turnaround strategy to be sale ready. As CEO, created aligned organisation by consolidating former legal entity based structure, streamlined/efficient functions, clarity of strategy, and a fit for purpose management team. Created strategic plan delivering a first full year +7% EBITDA business turnaround including a best cost manufacturing/supply footprint and full effect of implemented efficient organisation
- Laminates & Panels division of Fletcher Building brought together several business units (Formica Group, The Laminex Group and Homapal) each delivering decorative printed surfaces for global design markets. Several roles to consolidate and leverage business post PE sale and deliver a global business transformation strategy, digitising the business, to improve revenue capture, customer service and knowledge retention via web/data services and eCRM
- Ideal Boilers needed to become more effective in the development of technology, expanding the product portfolio and market reach. Delivered SEK 12mils annual incremental contribution from a new customer on a new continent and identified market dynamics, channels and partners for growth into a new EU market. Completely overhauled the product development and management approach to be more cross-functional and consumer oriented which delivered SEK 16mils annual incremental contribution from new product/service solution.

CAREER HISTORY / WORK EXPERIENCE

2019: CEO -- Mont Blanc Group, a business unit of Brenderup Group [Sverige/Europe sites]

Leading manufacturer of high-quality automotive accessories and load carrier systems for the automotive OEMs and retail aftermarket. Generates ~SEK 245mils revenue with ~150 employees.

- Full P&L responsibility for Mont Blanc global activities (2 factories, 3 warehouses in Europe)
- Created strategic plan delivering a first full year +7% EBITDA business turnaround including a best cost manufacturing/supply footprint and full effect of implemented organisation (sale ready)
- Created aligned organisation by consolidating former legal entity based structure, streamlined sales/customer service, global ERP, clarity of strategy, and a fit for purpose management team
- Oversaw ~SEK 19mils annual revenue growth to OEMs (market share gain) supported by smart co-development product projects whilst launching new products and transferring production
- Created IPR strategy to provide efficient and effective IP protection for best company valuation.

2017 - 2018: Business Development & Innovation Director -- Mont Blanc Group [Sverige]

- Member of group leadership, responsible for R&D, Marketing, Project and Product Management
- Refreshed brand, product and design strategy, including all new digital presence and market launch of Mont Blanc Xplore, the most user-friendly roof bar.

2017: Consultant/Facilitator -- N&R, delivering for The Table Group [global client base]
Providing organisational health consulting services for leaders and their executive teams.

2016 - 2017: Interim Professional -- Hiscox [Sverige & UK]
An international specialist insurer, underwriting a diverse range of personal and commercial risks.

- Innovation strategy, framework and communications (internal and external).

2015 - 2017: Interim International Product Management -- Quby [Sverige & Netherlands]
Start-up (NL) to one of the largest IoT electronic comfort/energy solution suppliers in Europe.

- Conducted international market assessments to assess consumer/market needs, product and design roadmap requirements and routes/channels to market for international sales growth.

2013-2015: Director of Product and Market Strategy -- Ideal Boilers [Sverige & UK]
Leading UK manufacturer of heating/hot water equipment and accessories, purchased by Groupe Atlantic in Jan 2015 (previously PE). Generated ~SEK 2.4bils revenue with ~680 employees.

- Member of the Executive Committee with responsibility for market strategy, product roadmap and lifecycle management of domestic, commercial/industrial, renewable and accessory sectors
- Delivered SEK 16mils annual incremental contribution from new battery operated smart heating/energy control strategy and service solution that also opens up new routes to market. Included product and design definition and assembly of development partners
- Delivered SEK 12mils annual incremental contribution from a new customer on a new continent
- Identified market dynamics, channels and partners for growth into a new EU market
- Drove communication activities to make preparations for product, process and communication changes required by EU energy labelling legislation and Building Information Modelling (BIM)
- Completely overhauled the product management structure and processes to bring ideas to market to institutionalise the process of idea generation, assessment and selection.

2013: Interim Consultant -- KCIG (*managerial & technical support services to the mobility sector*)

- Supported business development initiative and activities for this start-up service provider.

2009-2013: Group NPD Strategy and Project Director, Global Marketing -- Laminates & Panels Group (L&P), a division of Fletcher Building [UK location, USA HQ]
Laminates & Panels Group is a division of Fletcher Building (NZ) that generated ~SEK 10.7bils revenue with ~4,950 employees with leading brands in the decorative surface/building materials industry. L&P includes Formica Group, The Laminex Group and Homapal.

- Delivered global business transformation strategy, digitising the business, to improve revenue capture, customer service and knowledge retention via web/data services and eCRM:
 - Improved business models, organisation design and consumer/employee engagement
 - Secured multi-million funding and hire of implementation resources for a 3 year programme
 - Rigorous selection and tight management of 3rd party agency (NDA, contract, payments etc.).
- Global New Product Development (NPD) leader, planning and implementing a global portfolio of ~40 value adding new product projects across the L&P territories, brands and business units
- Implemented global NPD process with governance/gateway reviews, KPIs, IT software roll-out and training programme to ensure value is delivered against agreed business plans
- Drove awareness/requirement and implementation plan for adoption of BIM for customers.

2008-2009: Group Director of Innovation, Global Design -- Formica Group [UK]
Generated ~SEK 5.5bils revenue with ~3,500 employees (prior owner Cerberus Capital Mgt).

- Following post-sale restructuring, took on a new Group role to create a global NPD function, Cycle Plan and gateway process – transformed into an L&P role to integrate all business units
- Put environmental sustainability on the business agenda leading to adoption of improved manufacturing and supply chain processes, raw material and product certifications e.g. FSC.

2007-2008: Head of Europe Product & Design Development, Global Design – Formica Group

- Member of the European Executive Committee responsible for Design and Development functions for residential and commercial sectors, to add business and process discipline to NPD
- Led the delivery of new designs and product improvements including consolidation of fragmented regional offers providing the foundations for harmonised European ranges in 2009+
- Ensured the continuation of a unique manufacturing facility capability to deliver highly flexible and attractive design choices for customers, with low finished goods/raw material implications
- Implemented a Product Cycle Plan/roadmap and portfolio consolidation/lifecycle management
- Drove resolution of a long standing and high profile customer issue and manufacturing process/product improvement project, leading to new global standard specification
- Public face of Formica for NPD and Design e.g. competitions/prize giving and media interviews.

2006-2007: Product Planning Manager, Small Cars -- Ford Motor Company [Germany]

Ford Motor Company generated ~SEK 1,160bils revenue with ~187,000 employees.

- Implementation of 2013 B-Max and 2014 Transit Courier projects through Global NPD system
- Delivered viable, compatible and agreed specification at senior management gateway reviews
- Directed design/styling, engineering and supplier developments in line with the specification.

2006: Product Innovation Leader -- Volvo Car Group [USA]

- As the product innovation expert, I was offered a short international assignment to share knowledge and leverage synergies at Volvo Car Group design/concept centre in California
- Developed market, consumer and new business proposals for on-going concept development
- Led a scenario-planning project for 2030CY and early definition for 2013MY V40 Cross Country
- Increased concept development functional collaboration by inspiring the multi-functional staffs.

1992-2005: Innovation Leader / Senior Engineer, Ford Motor Company [UK & Belgium]

- Co-founded a new product innovation department to conduct consumer led innovation activities
- Recruitment and development of a new team (including budget and resource responsibility), selection and integration of external partners, and leveraging cross-functional resources
- Developed and implemented a new consumer oriented product innovation process including new market/consumer research processes -- now an integral part of Ford NPD
- Product and design strategies for 2003 Fiesta Van and 2006 Transit (Global Van of the Year)
- "Whitespace" new vehicle concept proposals and vehicle positioning and feature innovation (2013 B-Max, 2014 Courier & Connect and others) -- several Patent applications and awards
- Development of a multi-industry network to share knowledge e.g. Boeing, P&G, Hasbro
- Five additional broad assignments across Product Planning, Special Vehicle Engineering, vehicle/component testing, prototype vehicle manufacturing and Ford of Britain marketing.

KEY QUALIFICATIONS / EDUCATION

2006	MBA from Warwick Business School, University of Warwick
2001	MSc (with Commendation) Automotive Engineering, Design, Manufacture and Management from University of Hertfordshire
1992-2007	Broad corporate training e.g. quality, people development , 6-Sigma Green Belt
1992	BEng (Hons) Mechanical Engineering from University of Newcastle-upon-Tyne (2:1).

OTHER ROLES

Current **Non executive board member, The English School Gothenburg.**