

# **Nigel Herman**

# **Ashbloo Ltd**

**Credentials**

**January 2018**



# Overview

A highly experienced, loyal and dedicated professional with a positive attitude and a proven track record in sales development and distribution. Results-driven, taking great pride in all that is achieved. A key strength is the excellent long-term relationships built with retail partners at all levels.

- Over 25 Years FMCG experience
- Business roles and responsibilities include:
  - Identifying and opening new routes to market for brands entering retail
  - Senior account management and business development
  - Driving incremental category growth
  - Strategy and financial planning
  - Development and implementation of effective marketing plans
  - Recruitment, management and development of sales teams

# Testimonial

*“I appointed Nigel as Sales Director with Lifes2good in 2004 with the core objective to build and develop our retail business in the UK. From a small retail base, Nigel, along with the team he recruited and developed, soon succeeded in gaining trading relationships and product listings with many key retailers, including Boots, Holland & Barrett, M&S, QVC and many more, resulting in a £multi-million business for Lifes2good UK. As Sales Director, Nigel had full responsibility for the entire UK operation, including P&L accountability and the development of a multi-channel sales & marketing strategy. A key attribute has always been Nigel’s natural ability to build strong, long-term business relationships at all levels. Nigel’s most notable success has been the introduction and development of our highly successful Viviscal brand in the UK, resulting in a recent acquisition by a major US company for €150m. I have no hesitation in recommending Nigel to any company.”*

**James Murphy – CEO Lifes2good**



# Retail/Home Shopping partner experience



# Career Summary

- **UK Sales Director – Lifes2good (2004 – 2017)**
  - Premium health care and beauty brands
  - Introduced and developed effective multi-channel retail strategy
  - Categories included VMS, Hair Care, Beauty, Footcare, Pain Management, Weight Management and Pet Care
  - Secured listings and increased distribution with major retail partners including Boots, Holland & Barrett, M&S, John Lewis, QVC, Amazon
  - Introduced the Viviscal haircare brand to the UK market in 2008 and developed a highly successful plan to its recent acquisition by a US company for €150m
  - Fully qualified in GAP Negotiation Skills
  - Full P&L responsibility and management
  - Inspirational team leadership and mentoring, performance reviews, appraisals, training and development
  - Long-term, collaborative business relationships built and established at all levels
  - Joint business plans and logistics
  - Space planning and merchandising

# Career Summary

- **Senior National Account Manager – Bio Medical Research (Slendertone)**
  - Key Account Retail Division
- **National Sales Manager – Gatineau**
  - Professional Salon & Spa division, premium skincare
  - Management of national sales team
- **Regional Sales Manager – Guerlain (LVMH)**
  - Luxury parfums & premium skincare
- **Area Sales Manager – Prestige & Collections (L’Oreal’s Luxury Products Division)**
  - Premium designer fragrance (Ralph Lauren, Giorgio Armani, Cacharel, Guy Laroche, Lanvin)
  - Department Store Division
  - Management of 50 consultants
- **Area Sales Executive – Schwarzkopf**
  - Salon Division, professional hair care