

# Steve Hull

# Ashbloo Ltd

Credentials

January 2018

# Overview

*“A dedicated and committed experienced professional with a can-do attitude who can demonstrate a high achievement track record in sales growth and distribution. A positive thinker who is performance driven and works effectively under pressure”*

- 20 Years FMCG experience
- An interim business consultant
  - Opening new routes to market for new client brands entering retail and B2B sectors
  - Assisting existing corporate organisations in achieving business gains in a multiple of retail and B2B sectors
  - Experience with routes to market in other European countries
  - Account Management and business development
  - Strategy and financial planning
  - Operations Management

# Testimonial



*“Having worked with Steve for a number of years at Slendertone in the position of his Managing Director, I was impressed by his professionalism, approach to business and his commercial awareness as well as the results he delivered. After moving to Gourmet Garden, an Australian Fresh Herbs and Spices Company, I asked Steve to join me to manage and develop the UK business whilst I focused on growing a wider European business for the Company. Steve’s objectives were to maintain, develop and find new distribution for the brand within UK mainstream retail. One specific objective Steve had was to re-engage with Tesco who had delisted the brand some 18 months earlier. Over the course of 2 years, working tirelessly with the Tesco Fresh Produce team, Steve listened to the needs of Tesco and helped develop a range that was bespoke with them and enabled a launch in over 300 stores with 5 SKU’s. This was a major success for the Gourmet Garden brand in the UK. Steve proved to be a huge asset to the business during his time with us, achieving exactly what was asked of him where others had failed.”*

**James Barrett – previous Business Development Manager Gourmet Garden Europe.**

# Retail/Home Shopping partner experience



# B2B Experience



# Career Summary

- **Interim Business Consultant – SPH Business Solutions (2006 – present)**
  - Clients include Sanitas PLC, Fly Mobile, Electrolux, Gourmet Garden, Artsana, Lifes2good, The London Tea Company, Aurelian Sports and Tillotts Pharma
- **Operations Director - Reach**
  - Contract sales organisation
  - Directing sales teams of up to 250 people across various retail sectors
- **General Manager - Bio Medical Research (Slendertone)**
  - Responsible for developing and delivering retail strategy
- **National Account Manager - Sara Lee Household & Body Care**

Responsible for developing retail accounts for major brands such as Brylcreem, Radox, Sanex, Ambi-Pur and Kiwi Shoe Polish