

# Simon Mortimer, MBA, CMgr FCMI MIC

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Results driven consultant with expertise and a successful track record in business growth through sales, marketing and product development. Key skills in strategy development and Implementation, organisation redesign and international business expansion. Strong traditional and digital marketing and brand strategy skills. Able to lead and work within a team to analyse, design and implement effective solutions across organisations of different sizes.

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## KEY SKILLS

### Business Strategy & Planning

- Working with stakeholders to define organisation purpose, vision and strategies to achieve.
- Embedding strategy in the organisation through two-way communication, empowerment and accountable work-streams.
- Monitoring implementation progress against expected returns and adjusting strategy as necessary.

### Growth Solutions for Sales & Marketing

- Assessing strategic options or “where to play” by using business model attractiveness and accessibility techniques.
- Developing and implementing core market and product strategies as well as back-up and high growth options.
- Evaluating role digital marketing can play in the overall marketing strategy, developing execution plans.

### International Business Development

- Using available hard and soft data resources and techniques to identify accessible opportunities.
- Identifying and selecting most appropriate route to market and business models, including partner selection.
- Developing joint market business plans including local marketing and sales communication.

### Sales Operations & Customer Satisfaction

- Reviewing external customer satisfaction and internal customer service data to propose an improvement plan.
- Implementing process re-design or change throughout the order to cash process.
- Reviewing people, process and technology resources required to implement improved customer satisfaction.

### Organisation Design

- Reviewing in line with strategy, developing and implementing transition plans.
- Designing and implementing performance management and high-performance culture.

## CAREER HISTORY

Simon has over 30 years’ experience in consumer goods in roles ranging from Sales Manager to Managing Director, gained across global multinationals such as Kraft Foods and Diageo, large national players such as Jeyes Ltd, as well as several small and medium sized enterprises. His last role was as Managing Director of

J.F. Renshaw Ltd, a £55m turnover food ingredients business with a staff of 350, based in the North West of England. He has worked in Ireland and Europe for Diageo and has helped a German business set up a UK operation. Whilst in his last role he has established legal entities and operations in Belgium, the U.S.A. and Australia, winning the regional EEF Award for Export Excellence in 2015 and being the runner-up at the national finals. Simon has helped his last business make a dramatic financial turnaround resulting in EBITDA growth of 70% over a two-year period at the same time as developing and implementing a strategic review and associated people and resource realignment. Simon has an MBA from the University of East Anglia and is proud to be a Fellow of the Chartered Management Institute.

## **PERSONAL INFORMATION**

Based on the Suffolk Norfolk border Simon is married with three children and enjoys walking the East Anglian countryside and travel further afield.