



Richard Harries

Managing Director

7, Ashley Park Crescent, Walton On Thames, Surrey,
KT2 1EQ
Tel: 01932253616

BUSINESS DEVELOPMENT MANAGER, extensive experience in sales and marketing management in NEAR, MIDDLE and FAR EAST, INDIA, EUROPE, USA and UK markets, within HEALTH AND PERSONAL CARE, BEVERAGE and HYGIENE products.

Key skills/experience:

NEGOTIATION:	Multi cultural trading environment
LEADERSHIP:	Proven ability to build effective teams
FINANCIAL:	Profit and cash management, setting and working to budgets
INTEGRITY:	I have developed trusting relationships throughout the world.
STRATEGISTS:	Developed, implemented, market, brand and organisation plans.

CAREER HISTORY

EXPORT MANAGER 1993 - 2006

Organised an Export Department T/O £12m
Formulated and implemented an International Export Strategy for the Group
Penetrated CIS, CZECH REPUBLIC, ISRAEL, CANADA and USA markets Projects £2.5m
Increased pre-acquisitioned brands by 26% in first year.
Formulated INTERNATIONAL Brand position for core products.

**INTERNATIONAL SALES AND MARKETING MANAGER
SMITHKLINE BEECHAM** 1990 - 1993

Increased export sales by 55% in three years
Upgraded distributor network in the major markets
Developed SB drinks business in one market to highest pre capita in world.
Co-ordinated production in two contract toiletries factories.

BUSINESS DEVELOPMENT MANAGER, SMITHKLINE BEECHAM 1988 - 1990

Seconded to KENYA as Head of Sales and marketing, deputised for MD
Launched LUCOZADE BOOST first market worldwide. Sales of .£5m
Penetrated UGANDA market incremental sales £300k



Richard Harries cont'd

Recruited and trained Sales and Marketing Director
Restructured the sales force.

SALES DEVELOPMENT MANAGER, SMITHKLINE BEECHAM 1983 - 1988

Collaborated with Mds in formulating sales and marketing strategies
Restructured sales and distribution operations in NIGERIA adding £3m sales
Established SB HONG KONG sales £12m.

REGIONAL SALES MANAGER LYONS TETLEY 1976 - 1983

Progress from Salesman to Regional Sales Manager in seven years
Achieved top area award as Area Manager
Set up salesforce Training Department, 60 - 70 people.
Managed in Grocery and Cake Division, short and long life products.

PREVIOUS CAREER

Salesman with NIVEA, JOHNSON WAX, Apprenticeship with ROLLS ROYCE.

EDUCATION

Secondary School 5 GCE/CSE, Technical College CITY and GUILDS

PERSONAL DETAILS AND INTEREST

Date of Birth: 1950 June 13th.

Married with one Stepson.

Interest Golf and Squash.