

# David Earle

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## **PROFESSIONAL PROFILE**

I am looking to share my knowledge and experience with a company that's needing consultation across the supply chain, sales and marketing and/or in the field of sustainable environmental implications. I want to contribute my skills to influence and formulate a strategic direction for a company.

The true value I will add to my employer will be sourced from my greatest strengths of engaging and influencing customers and colleagues.

My ability to negotiate and communicate on a corporate level has enabled me to maximize business opportunities as well as maintaining an excellent relationship with my customers.

## **CAREER HIGHLIGHTS INCLUDE:**

### 1. **Tetra Pak - Retail Marketing Manager**

Engaged extensively with the UK, Ireland, Nordics and Baltics retailers in advising them on the sustainable approach of Tetra Pak. The emphasis was on minimising the environmental impact of packaging on the climate. Advised on the life cycle analysis of various packaging formats in order to reduce carbon emissions. Morrison's took decision to launch chilled white milk in cartons as opposed to plastic bottles. Morrison's launched pulses and tomatoes in carton as opposed to tin cans

Led E-commerce interactions with pure players of Ocado and Amazon and omni-channel retailers in analysing supply chain and environmental benefits of cartons. This led to reduction in supply chain costs and carbon emissions for these projects

### 2. **Bata Industrial – National Divisional Manager**

Turned the Industrial division from a loss of £400 000 into a profit of £350 000 in three years

Managed seven sales representatives and two marketing managers

### 3. **Skye Distribution (Pty) Ltd**

Responsible for the launch of Dickies Workwear into the South African market

### 4. **Servworx Integrated Services Solutions – MD**

Assisted Servworx into the rented garments in the hygiene manufacturer sector, against a market leader Bidserv, and captured 2% market share

### 5. **Jonsson Workwear – National Sales Manager**

Lead the sales team in ensuring a profitable workwear division. Managed a premium profile of clothes and footwear

### 6. **Illovo Sugar Ltd – Customer Marketing Manager**

Reduced Supply Chain costs by £500 000 in 3 years

Created a branded television commercial for a commodity product with success in capturing eight percent market share



7. **Beacon Sweets & Chocolates (Tiger Brands) – Customer Marketing Manager**

Launched 33 new projects – Valued at £1.25 million

Category Managers for Beacon Sugar, Chocolate and Occasions reported directly to me

Lead a multi-functional supply and demand team



8. **Tetra Pak – Category Marketing Manager**

Launched new packaging formats into liquid drinking market which captured 2% market share

Hands-on experience in international countries around the world – Egypt, Sweden, Italy

Synergies/alignment between Tetra Pak and the customer's strategies within the Long-Life Milk and Long-Life Juice categories

New pack designs and print quality to ensure the premium image of long-life milk

Developed an advertising and TV campaign



9. **Lever Ponds UK – National Account Manager**

Implementation of Supply Chain Systems that reduced Logistics and Warehouse costs by around 5% each year whilst negotiating “Efficient Delivery Incentives”

Negotiated trading terms with customers

Ownership of demand forecasting module - Manugistics System Achievements

Worked closely with European countries to ensure fair pricing and to reduce “round tripping”



10. **Lever Brothers South Africa - National Account Manager**

Started with Unilever as a Graduate Trainee

National Account Manager for the two largest personal care customers in Clicks and Diskom

Launched Dove into the South African market and worked with Lintas Advertising Agency on the commercial

Launched Surf Micro Washing Powder into South African market. It was first concentrated washing powder in South Africa together with Omo

I managed the five sales representatives in the Western Cape region

**EDUCATION:**

- Bachelor of Commerce Degree – University of Pietermaritzburg, South Africa