

# CURRICULUM VITAE

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I am a highly motivated, energetic, and versatile commercial business leader, with a flexible communication style, enabling me to operate effectively at all levels within an organisation. I have over 20 years' experience in FMCG in retail and Food service sectors (specialising in food), where I have an excellent track record of delivering profitable business growth in own label and branded businesses.

I am a strategic thinker with extensive blue-chip experience, who can operate both at a high strategic level, as well as being hands on to deliver short to medium term results.

## **ACHIEVEMENTS TO DATE**

### **July 2022 – present: Operational project lead SV365 Technologies Limited (Mooregrowth)**

SV365 have brought together innovative robotic food vending machines from around the world, to create a unique proposition in the form of a "Deli POD".

#### **ACHIEVEMENTS:**

- Developed commercial model for new business quoting.
- Created 3-year P&L and operational model to support business growth.
- Created new operational processes and food safety approach, which resulted in becoming an approved supplier for SODEXO.
- Main operational lead for the implementation of a vending solution into the House of Parliament.
- Established route to market for a managed service solution.

### **Apr 2021 – Mar 2022: Managing Director Love Brownies**

Love Brownies are an award-winning producer of gluten free Brownies. Recruited by the owners as consultant to develop a strategic growth plan and support them in driving the business forward. The plan quickly highlighted the need for more established processes, the need to relocate the bakery and scale up production.

#### **ACHIEVEMENTS:**

- Developed strategic growth plan to support the investment portfolio for the next stage of growth.
- Designed, equipped and project managed move to new Bakery – Created over 10-fold increase in capacity, increased efficiency, and most importantly protected product quality.
- Improved sale conversion of franchise approach, lead to launching 6 cafes in 6 months.

### **Feb 2020 – Apr 2021: Managing Director (Designate) Bells of Lazonby Limited**

Bells of Lazonby is a successful and well-established family bakery. Operating across food service and retail sectors. Bells remain the market leaders in gluten free mince pies, continually recognised as being the best in taste awards. The impact of COVID during 2020 on the food service sector (approx. 50% of Bells' turnover) lead to a need to significantly reduce overhead, which was the reason for the short tenure.

#### **ACHIEVEMENTS:**

- Led recovery of profitability in 2020, via the furlough scheme, redundancies, and cost control
- Established S&OP in business giving more control and visibility of risks & opportunities.
- Introduced operational efficiency targets and formalised procurement tender process.
- Developed new routes to market to reduce reliance on contracted food service sector, reshaped brand strategy, focusing investment on largest scale opportunity.

### **Mar 2018 – Jul 2019: Express Hub Project Leader & UK MicroMarket Project Leader (Mooregrowth Ltd)**

#### **ACHIEVEMENTS:**

- Created the UK approach, including sales collateral, product ranging and partner selection for Selecta
- Personally, landed the sale (including contract negotiation) for the first 4 MicroMarkets for Selecta in UK.
- Used my network and experience to create a chilled supply chain (including supplier & range selection)
- Created a 2-year strategy plan, along with a commercial model to support sales team
- Developed training programmes for both Sales and Operational teams
- Led UK project group, reporting Bi-monthly into Selecta Group (created full P&L for sector)

## **CURRICULUM VITAE**

### **Feb 2017 - Oct 2017: Interim Commercial Director & Interim Sales Director (Mooregrowth Ltd)**

#### **ACHIEVEMENTS:**

- Commercially responsible (including P&L) for sales and food development functions with sales of £66m.
- Supported the business in developing a 4-year strategic growth plan.
- Developed and evaluated potential new business opportunities, prioritising the most effective growth streams. (Potential future growth in excess of £10m).
- Coached commercial team and Managing Director to deliver negotiations on significant inflation recovery across the customer base.

### **Nov 2016 – Feb 2017: Management Consultant (Mooregrowth Ltd)**

#### **ACHIEVEMENTS**

- Undertook spend cube analysis, providing an assessment on categories requiring focus and created a risk register.
- Developed an inflation forecasting model, which analysed impact of material & packaging inflation at a product and customer level.
- Developed and implemented a bespoke Sales & Operations Planning process, which significantly improved the operational effectiveness and Management Information for decision making.

### **May 2012 – Feb 2016 Brakesgroup (Divisional Director)**

#### **ACHIEVEMENTS**

- Responsible for the P&L delivery of the Facilities Management and Contract Catering sector within the Corporate Division. This sector accounts for @£150m sales across 17 customers.
- Delivered top line sale performance (LFL sales growth 35%).
- Improved bottom line profitability of the business by driving operational efficiency (+1% LFL).
- Implemented revenue growth initiatives.
- Introduced customer Joint Business Plans, which transformed the interactions with the customer base. Following this successful practice, I led the training to cascade to the rest of the Corporate Division.
- Represented Corporate Division as lead for the Business Crisis Management team.
- Negotiated large contract extensions for key customers.
- Successfully managed inflation recovery (including move to minimum wage) across my customer base.

### **Jan 2012 – Apr 2012 Jordans Ryvita (Interim European General Manager)**

#### **ACHIEVEMENTS**

- Managed relationships with European customer base, including price negotiations.
- Developed compelling strategy plans for future growth across the European market.

### **Jan 2006 – Sept 2011 Northern Foods Plc (Various roles due to internal promotions): see below\***

#### **Nov 2009 – Sept 2011 Matthew Walker\* (Business Sector Director)**

#### **ACHIEVEMENTS**

- Overall responsibility for all functions and full P&L for the Matthew Walker business c£30m turnover.
- Developed and presented long term strategy plans as part of Northern Foods Plc 5-year planning.
- Improved the brand delivery increasing market share by 3%
- Managed significant change in personnel, while maintaining the very highest quality standards (BRC grade A, Free from Green status) and outperforming EBITDA budget by 8.5%.

#### **Other Roles:**

- July 2008 – Oct 2009 Fox's Biscuits\* (Interim Business Sector Director – Retailer Own Brand / Seasonal)
- May 2007 – July 2008 Fox's Biscuits\* (Commercial Manager)
- Jan 2006 – May 2007 Northern Foods Plc\* - (Strategic buyer)
- June 2002 – January 2006 ASDA/WALMART– (Buyer Manager)
- Oct 2000 – June 2002 UNILEVER BESTFOOD – (Retail Link Analyst) Asda.
- Nov 1999 – Oct 2000 ROCOM NETWORK SERVICES - (Barclaycard Support Executive)
- Dec 1998 - Nov 1999 YORKSHIRE ELECTRICITY GROUP plc - (Business Analyst)

#### **EDUCATION**

University Of The West of England, Bristol: 1994 - 1998 BA(Hons) Degree in Business Decision Analysis  
Result: 2:1

**REFEREES:** Details of work and personal referees available on request. For endorsements, please visit my linkedin page: <https://www.linkedin.com/in/james-moore-1665a51b/>