

## The Executive

### Dan

#### **Innovative and accomplished director with extensive Senior business level and Marketing experience**

Has a strong background as a professional Turnaround Expert and Business Development Manager, specialized in high-growth, start-up and turnaround situations working in line management and project roles. Business savvy and passionate about strategic planning, Codin strives in challenging and highly competitive environments.

Dan is more than competent when leading and motivating teams at all levels in operating towards an organization's goals.

#### **The Executive's Major Assets**

Dan has proven business and commercial acumen alongside solid marketing experience, which ranges from international brand through to ground level trade marketing. Results orientated project expert, he has mentored and motivated at senior manager and business owner level in FMCG.

Regarding his decision making skills and strategic skills, Codin is likely to be a strong factual decision maker, acting like a man of steel, but a creative one. His decisions are based on data and information and devoid of any personal or emotional involvement. He is prepared to go an extra mile if it's necessary to accomplish perfection.

A very good planner, organizer and strategist, Dan's working method determines the strategic goals and discovers opportunities.

#### **The Executive's Track Record**

- Long-term value creation led by innovation & quality enhancement; increased synergies between marketing, trade marketing, sales, operations, technical support and R&D
- Focused profitable growth strategy, refreshed company's portfolio and distribution strategy;
- Increasing market share within an extremely competitive FMCG market place whilst increasing profitability through more effective use of supply chain and trade team structure;
- Mentoring the Shareholders on marketing strategy and designing client strategy formulation for key accounts;
- Developing breakthrough strategy which accommodates conflicting business objectives and cultures.

#### **The Executive's Allocation**

- Strategy Development & Corporate Restructuring;
- New business development, building start ups to a mature cycle;
- Sales Strategy & Distribution networks management;
- Thinking out of the Box when adopting a business model to deliver dramatic profitability improvements to their operations.

#### **The Executive's Key Benchmarks:**

- Sales, profitability & market shares up (>10%), lower DSO, GtN
- Market shares turnaround & new business development; H2 2012 Net Sales: 7%+ (after 3 negative years and -6% in H1 '12 vs. '11); excellent start for 2013: 28%+
- Best KPI's in CE & Russia Division, including sales growth, GtN control, highest NWD, sales / capital (highest efficiency in the region), together with the best Rolling Sales Forecast accuracy led to the best NWC and also best NPAT result