

QUENTIN JOB

Results driven Director with 20+ years' experience in the drinks industry in marketing, commercial and general management roles working across brand owners, distributors & regional entities

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PROFILE AND KEY ACHIEVEMENTS

- **Strong global outlook:** numerous global and regional roles including stakeholder management and prioritization of distributors / countries; supported by living in 6 different countries across Europe, Asia and Pacific.
- **Strategic Business turnaround:** after 10 years of decline, as Managing Director of the Thai market, introduced a new 3-year growth plan, launched new brands and improved employee engagement, significantly growing sales and profit.
- **Led Commercial function for Asia** (Pernod Ricard's biggest region): developed rolled out numerous commercial excellence projects leading to multi million Euro profit improvements across the region (regional hotel contracts, pricing analytics, SKU rationalization, innovation process, route to market links to consumer segmentation, ...)
- **Global Marketing Director:** senior marketing experience including full ATL (TVC, digital & CRM), BTL (On & Off trade promotions & merchandising), pack redesigns, NPD launches, brand homes & 2011 Rugby World Cup global sponsorship.

KEY SKILLS

Management:

- Business turnaround Strategy
- Change management / agility
- Financial Management

Commercial:

- Route-to-Market Strategy
- Pricing Strategy
- Commercial Excellence

Marketing:

- Strategic Marketing
- Market / portfolio strategy
- New Product Development

CAREER HISTORY

Managing Director, International – Cincoro Tequila (GTR, EMEA, APAC) - 2023 to date

Cincoro Tequila was founded by 5 NBA owners including Michael Jordan. After success in North America, this role is tasked with leading the expansion of Cincoro globally, starting from a blank sheet of paper and creating the new routes to market globally, including market prioritization, distributor negotiation, value chain optimization & commercial / brand management.

Regional Director, GTR - William Grant & Sons (APAC & ME Region) - 2022 to May 2023

General Management responsibility for over 50% of WG&S Global Travel Retail business (Glenfiddich and Balvenie, Monkey Shoulder & Hendrick's) leading teams across the Pacific, Greater China, South-East Asia, North Asia and India and Middle East.

- Lead the region out of COVID, managing limited stocks, supply chain challenges whilst growing brand affinity.
- Developed an airport prioritization model (segmentation) and rolled out across execution standards across the region.

International Strategy Director – Singha Worldwide (Global) - 2020 – 2022

Singha is the number 1 Thai beer company and present in over 40 markets worldwide. Responsible the formulation and implementation of their global strategy and 2 transformation projects for their sizeable domestic market.

- Headed the International Beer Export Strategy including driving the OGSM 3-year plan process and alignment plus the business model redesign for the key export markets of US, UK, Cambodia and Vietnam including RTM reviews, distributor changes / closure, structure cost efficiencies through local production assisting in doubling export profit within 1 year.
- Developed and crafted new wine business model (first time for Singha) for the Thai market including business case, sourcing, contracts and marketing. [www.singhaselected.com/]
- Project lead to develop a new to world Scotch whisky including business case, sourcing, local factory design, project management, commercialization, marketing and internal alignment [www.silverknightwhisky.com]

Pernod Ricard – 1999 to 2020

Managing Director – Pernod Ricard (Thailand market) - 2016 – 2020

Direct P&L responsibility of the Thailand market (c. €80m turnover), management of full Executive team and c. 450 employees (o/w 350 merchandisers) with national sales teams across Modern Off trade, On trade and traditional / wholesale channel.

- Developed and implemented a 3-year business plan to turnaround sales, halting ten years of declines into one of sustainable growth, supported by successful innovation, investment allocation, pricing and headcount control.
- Aligned both the company and region behind new strategy through repeated simple and engaging communications.
- Spearheaded new product launch (Royal Stag), including product development, digitally led marketing plan, tax optimisation and a new traditional trade route to market (50 additional staff) contributing to 100K c/s in launch year.
- Cultivated a rapid expansion of Jameson, with volume growth of >300% with innovative marketing and commercial plan.
- Doubled wine profitability through sales growth, pricing and improvements in fine wine product mix.
- Delivered significant improvements in employee morale by listening and rolling out tangible employee benefits.

Vice President – Commercial Development & Innovation (Asia region) 2011 – 2016

Headed commercial development and innovation for Pernod Ricard's Asia region, including the key markets of China, India, Japan and Asia Travel Retail (c. €3bn revenue).

- Reported directly to the CEO of PR Asia, member of the Asia Exec Council and functional leader of market Sales Directors.
- Led Market Excellence improvement projects across eight Asian markets (domestic & DF), including channel / outlet segmentation and prioritization, RTM design and sales restructuring leading to improved sales efficiencies of c. €3m.
- Managed regional pricing analytics and strategy (domestic & DF) that led to revenue increases of c. €40m annually and to acknowledgement as global pricing expert and winner of the Global Commercial Premier Award.
- Developed innovation process and rolled out across the region resulting in NPD launches, new RTMs and cultural change.
- Dramatically increased sales across regional hotel chains by designing and leading a new regional sales team responsible for negotiating complex pan regional contracts (success with Hilton, Marriott, Starwood, IHG & Peninsula).

International Marketing Director - Pernod Ricard Winemakers (Global) - 2009 – 2011

Led global brand owner marketing for the New Zealand wine portfolio (Brancott Estate, Stoneleigh and Church Road), overseeing a team of 32 staff across global communications, digital, new product development and visitor centres.

- Delivered strategic global re-naming of Montana to Brancott Estate including pack redesigns with no short-term impact to volumes and a medium-term value uplift of +30%; supported by the successful sponsored the 2011 Rugby World Cup.
- Undertook substantial new product development and delivery of three new wine ranges from concept to shelf.
- Led design, construction and opening of the new Brancott Heritage Centre.

International Brands Director - Pernod Ricard Korea (Korean market) - 2006 – 2009

Led domestic marketing in South Korea for the full portfolio of international brands, managing all consumer marketing spending including the EPGA Ballantine's Championship Golf event (€15M marketing budget), PR events, local media & trade promotions.

Deputy Regional Director - Chivas Brothers (Asia region) 2004 – 2006

International Regional Manager (Western Europe) Chivas Brothers - 2000 - 2004

LINKEDIN REFERENCES

Direct competitor: "Quentin and I worked together on several industry initiatives. I was always impressed by the clarity of thinking, the strategic skills and his ability to always state the truth with great style. Outside of the industry, Quentin has been a really tough competitor. I highly recommend Quentin for any Managing Director role."

Pernod Ricard HQ: "Quentin is an energetic, fast, charming and self-assured man. A bright soul, a quick-witted, curious, collaborative, astute and tenacious mind with great propensity to look forward and to strategic thinking. Quentin is a clever diplomat, highly gifted with interpersonal and leadership skills."

GM Export Brand: "I worked with Quentin very closely since the launch of Royal Stag in Thailand. The performance of the brand in Thailand was also highly commendable and one of our best global launches of Seagram's whiskies in year one among most of our brand-market combinations. I found Quentin responsive as a Managing Director, serious about detailing & proactive in decision making. He is commercially sound as a manager with a positive mindset and an active result-oriented approach."

Customer CEO: "I have worked with several leaders, but I have never seen such a well composed leader who took over from his predecessor and then developed, managed his team extremely well. He motivated his team to get higher results, maintained the relationship in a very mature manner with us and many other people."

EDUCATION

- INSEAD – General Management on leading Innovation
- Chartered Institute of Marketing (CIM) – PGDip Marketing
- Nottingham Trent University – PGDip Management Studies
- University of Stirling – BA (Hons) Marketing with French (First Class)

PERSONAL DETAILS, LANGUAGES AND OTHER EXPERIENCE

- **Nationality:** British (plus Italian passport holder)
- **Marital Status:** Married
- **Languages:** English (native), French (fluent), Italian (intermediate).
- **Interests:** Board Member at NIST International School, Bangkok, supported Marketing, HR & Strategy Sub Committees.
- **Honours & Awards:**
 - Keeper of the Quaich (in recognition of long-term service to Scotch Whisky).
 - Thai Society (Business) Man of the year recognizing working with the Thai police for actions against drink driving.