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| **Mike Lavelle – CSuite Business Executive** |

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**PROFESSIONAL SUMMARY**

An accomplished Manufacturing Executive and Commercial Strategist, adept at leading start-up, turnaround and rapid-growth manufacturing, at a tactical and strategic level; coupled with a successful track record of driving profit and revenue growth, through sustained commercial relationships, underpinned by a deep understanding of critical business drivers.

A highly skilled implementer, demonstrating considerable success and expertise trading with the UK and international supply partners, particularly developing food manufacturers based in the Far East. Key strengths include; formulating innovative sales strategies; strengthening business operations; improving profitable turnover; expanding sales channels and identifying new market opportunities. Customer focussed, people-centric and a natural relationship builder.

***“I can thoroughly recommend Mike as a Senior Executive who is capable of leading a team and business unit to successful outcomes through a personal approach”.*** *Buying Director, Aldi*

***“I found Mike to be a very competent MD with an acute understanding of business building and the P&L. His detailed attention to customer needs made a great impact on the rapid growth of the business. I have no hesitation whatsoever in recommending him for similar executive roles”.*** *The Owner, One Fish Group / SNG*

**CAREER HIGHLIGHTS**

* Successful track record of profitable business and volume growth in a range of food businesses; Key member of the start-up team at Vestey - Seafood Division, building the business from a standing start to £20m in a 2 year period; as well as building One Fish Company from scratch to £22m over a 5 year period.
* Founded and developed Quest Foods, a profitable food import business, from concept to a £2m entity.
* Building a diverse portfolio of successful international trading relationships in the Far East in particular, as well as on a global basis.

**KEY SKILLS**

Food Manufacturing Commercial/Sales Strategies Strategic partnerships

Strategic Business Growth Leadership Development Organisational Change

Global manufacturing International / Importing China / Far East / Asia

Retail / Foodservice Negotiation People Centric

Implementer Delivering Bottom Line Results P&L

**CAREER HISTORY**

**FOOD MANUFACTURING CONSULTANT May 2018 – to date  
SLIEVEMORE SERVICES LTD**

***Consultant to the Food Manufacturing sector specialising in senior-level leadership; developing and implementing commercial strategies to enable business growth. Commercial & Operational on-site due diligence undertaken. Headed a UK trade delegation to Cantabria, engaged by Santander Bank.***

**INTERIM BUSINESS CONSULTANT September 2018 – February 2019**

Recently engaged by a Private Equity house to confidentially assess pre-sale due diligence across business units which collectively formed part of a £150m UK food group. Each unit specialised in different proteins and was responsible for its own P&L.

Provided a critique in the following areas: Quality/motivation of the team; Margins earned/risk controls; Robustness of financials submitted; Management Accounts/KPIs; Trading Relationships; Customer/Supplier Profiles; Growth opportunities. Presented findings to the PE board (in the form of a 12-point RAG /traffic light report;) as well as unearthing additional aspects which required further investigation (potentially a £600k discrepancy).

**ONE FISH COMPANY LTD September 2014 – April 2018**

***Privately owned £22m chilled and frozen fish processing business, primarily supplying UK retail, B2B Customers and export markets to EU, US and Australia. Raw material sourced from Norway and Scotland. 92 staff.***

**MANAGING DIRECTOR**

Accountable to the Principle Shareholder. Sole Director of the business, with full P&L, financial and legal accountabilities, Purchasing Budget c£16m.

* Revenue increased from £6.5m to £18.2m. PBIT increased from £46k to £390k over the same period (2014/2015).
* Successfully opened a new, bespoke, £750k salmon processing operation in Grimsby, creating 60 jobs.
* Opened a dedicated packing facility in Kings Lynn to hit a tight 3-month deadline.
* Successfully managed partner relationships to identify new business opportunities, notably with Aldi, initially supplying 2 SKUs on a selected regional basis; winning their confidence to become a key supplier partner and driving category performance to above 60% value and volume growth in 2015.

*“I found Mike to be someone with strong integrity, honesty and good commercial acumen … both strategic and entrepreneurial in setting up a bespoke factory operation. Despite numerous production challenges, Mike maintained strong relationships with myself … I found Mike to have strong commercial acumen and excellent communication skills”****Buying Director – Aldi***

*“Mike’s remit over this period was to build a solid £20m+ seafood business … On achieving this target, a number of options opened up for the Group, one being to sell off the UK operation enabling the cash generated to be invested [elsewhere].”* ***The******Owner, One Fish Limited***

**SNG UK Ltd September 2012 – August 2014**

***Privately owned, £8m business, supplying frozen white fish products to UK retailers and foodservice customers. In 2014 the Owner sold the SNG business and founded One Fish Company.***

**MD – UK & IRELAND**

Initially approached by and reporting directly to the Business Owner with full P&L responsibility. Production of value-added food items in Germany and primary fresh and frozen seafood production in Poland, with North Atlantic Salmon being sourced from dedicated supply partners in Scotland and Norway. Central Procurement and Logistics based in Demark.

* Won Iceland dual supply on prepacked frozen salmon and developed two new innovative Iceland Salmon SKUs.
* Secured supply to Asda on a frozen fish item.
* Won dual supply to Aldi on frozen Coated Lemon Sole Fillets.
* PBIT improved by 12%.
* In response to increasing demand for innovation and the company strategic progression from frozen to chilled, the business switched chilled production from Poland to Grimsby and future salmon production for UK retail business was relocated to a new plant in Norway. This led the way for the creation of a separate and new business – One Fish Company.

**VESTEY FOODS UK LTD - SEAFOOD DIVISION May 2010 – August 2012**

***The Seafood Division was a new venture for Vestey Foods, created to develop the frozen fish category into UK Foodservice Customers. A new brand was created – Global Catch. The business then went on to supply a range of poultry products – Global Farm brand was created. The major customer was NAAFI, as well as UK independent wholesalers.***

**PURCHASING DIRECTOR**

Approached to support this new venture sourcing seafood products from the Far East, to supply UK Foodservice customers.

* A key member of the Leadership team which built the business from a standing start to £20m, in a 2 year period.
* Established new supply contracts with up to 60 suppliers, building a range of over 300 SKUs.
* Budgetary responsibilities c£15m.
* Built up a solid supplier base; sourcing products from Europe, China, Philippines, Thailand, Vietnam, India and South America; which included regular visits.
* For the last 9 months deputised for the outgoing MD, taking on responsibility for the wider business which included the Sales Team.
* Following a UK restructure, offered relocation to Surrey, but declined with preference to stay North West based.

**QUEST FOODS LTD 2006 – April 2010**

***Frozen, authentic oriental snacks and ethnic meals, manufactured in the Far East and imported to UK Retail and Foodservice Customers. Company values based on quality and authenticity.***

***OWNER / MANAGING DIRECTOR***

Established the business from concept, spotting a gap in the market to provide frozen party food to UK retail markets. Based in the UK with a team of 12 including a Sales Director, Finance Director and Purchasing Director based in the Far East.

Instigated supply arrangements including international financial compliance, trading agreements and subsequent contracts with numerous producers. Developed detailed business plans. Extensive travel to China, Thailand, Vietnam and India, representing the business and building trading relationships with Supply Partners, ensuring standards were met and organisational compliance to local and international trading standards, such as BSCI & SEDEX.

* Established a profitable, £2m food importing business from concept.
* First supplier of Party Food into Farm Foods. Within 6 months from our initial approach, Quest Foods was supplying a range of frozen spring rolls and dim sum mixes.
* Initiated new business with P&O Cruises, designed and developed a range of products, for P&O’s UK market.
* Delivered new business with the Heron Group.
* Quest Foods enjoyed buoyant trading until the global financial crisis escalated in 2010; the effects of which severely impacted business trading.

**EARLIER CAREER**

The Authentic Food Company Commercial Controller 2000 – 2006

Hibernia Foods Business Controller, Foodservice 1998 – 2000

Rossfish Grimsby Commercial Director 1997 – 1998

**\***Booker Foodservice National Account Controller 1990 – 1997

**\***Pullman Foods / Bidfood Various roles, progressing to National Account Controller 1976 - 1990

***\*****Fast track progression with Bidfood/Booker – Youngest Depot Manager, Youngest National Account Controller and most junior manager (across the global business) selected for development on the “Global Leadership” programme, Insead.*

**QUALIFICATIONS**

* 3 A ‘levels and 12 GCSEs, St Josephs College
* INSEAD Senior Management Programme (Fontainebleau, France)

**INTERESTS**

* Bee-Keeper; Honorary General Secretary & Trustee - North West Bee-Keepers Association
* Cricket; Football; Rugby