



ROBERT SHEPHERD

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PROFESSIONAL PROFILE

A highly accomplished business consultant adept at leading mergers and acquisitions to consolidate market supply & generate profitable returns. A professional strategist with enterprising flair, focused on identifying emerging markets & selecting business partnerships which will stimulate lucrative development. A specialist in airline & airport catering contracts & an expert in negotiating with challenging airport authorities throughout the world, securing the best deals & terms for businesses.

PROFILE OF SKILLS

Executive leadership	Contract negotiations	Mergers & Acquisitions
Financial management/forecasting	Contract management	Market analysis
Strategic planning	Supply chain management	Stakeholder management
Resource management	Equity financing	Accountability at board level
Change management	Business transformation	Mentoring

KEY ACHIEVEMENTS

- Secured £1.5 million funding to take on and develop a lifestyle business primed to feed the executive jet catering market work and its multi-million pound contracts
- Accountable at board director level across multiple cultures and countries including UK, Ireland, Turkey, Belgium, Sweden, Bulgaria, Italy, Romania, Czech Republic and USA
- Developed and implemented profitable business strategies for acquiring and integrating European operations into the global structure of a commercial inflight catering giant
- Examined dysfunctional company structures, defined potential development elements, resourced effectively and set objectives for organic and new territory infiltration and growth
- Secured highly lucrative long term F&B airport catering contracts in a fiercely competitive market
- Negotiated onboard retail contracts with international suppliers, completing the best deals and terms to ensure smooth operations and increased profitability

PROFESSIONAL EXPERIENCE

NON-EXECUTIVE DIRECTOR | STABLEPHARMA LTD, UK

SEP 2018 - DATE

Board director and shareholder in an organisation which develops processes for vaccine stabilisation in fluctuating climates and temperatures, allowing the precise dosage to be pre-loaded into the syringe at the point of manufacture to eliminate wastage.

- Providing executive level advice on a wide variety of business management strategies and processes to promote maximum growth and profitability
- Ensuring fluid communications, research and reporting infrastructure to help the board make informed decisions on strategic development and IP management



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PROFESSIONAL EXPERIENCE

CHIEF EXECUTIVE OFFICER | DELUXE GROUP, UK | JUL 2015 – JAN 2018

Spent 13 months raising private equity finance and organising deals to secure the acquisition of a specialised catering firm supplying the private jet aviation market.

- Researched the supplier market, defining key partnerships/acquisitions and developed an effective network of complementary suppliers
- Identified a business (Food with Thought) which had the potential to enhance the service and supply of the company, acquiring to fulfil Deluxe's strategic vision for growth
- Delivering operational efficiencies of scale wherever possible and utilising resources effectively to maximise profitability
- Producing highly effective presentations with informative content & engaging delivery to funding organisations, and through business pitches to secure multi-million pound catering contracts

RELATIONSHIP DIRECTOR | FOOTBALL ALBUM, UK | APR 2014 – JUN 2015

Built a valuable financing network for a specialised social media application designed for football.

- Completed 1st round seed funding for the business worth £900K
- Supported & secured subsequent strands of investment to enter strategic markets & accelerate growth

MANAGING DIRECTOR – EUROPE/USA | ALPHA FLIGHT, UK | 2001 – APR 2014

Managing mid-sized flight catering facilities (c12,000 sqm) producing up to 25,000 different meals (and related material/equipment/service) for several airline clients.

- Led change in over-supplied markets, rationalising the customer base in highly competitive markets
- Overturned non-performing business in Amsterdam from a €1.5m loss to a profit of €537K in 1 year
- Continued to generate profit growth in mature territories such as Amsterdam, Italy and Belgium
- Successfully developed and implemented business plans in complex emerging European markets including Romania, Czech Republic and Bulgaria
- Spearheaded significant territory acquisitions across Europe and became involved in executive boards across European outlets
- Secured multi-year international contracts, successfully negotiating contracts for airline/ airport catering

CATERING MARKETING MANAGING DIRECTOR | ALPHA FLIGHT, UK | 1998 - 2001

Member of the divisional board, leading a team of 30 responsible for purchasing, product development, marketing and commercial operations.

- Established a unified standard for contract analysis, business reviews and account plans
- Implemented activity based cost recovery pricing formulas & rationalised SKUs from 7320 to 3200
- Raised the company profile via industry board nomination, innovation awards & trade shows