



CONSUMER PRODUCTS & SERVICES

INTRODUCTION

The global Consumer Products and Services practice group of Stanton Chase International is focussed entirely on consumer brands across retail, services and product. The practice group is structured into five distinct sectors, being:

Consumer Retail

Packaged goods and fast moving consumer products

Luxury Products and Services

Travel, Hospitality and Leisure

Advertising, Publishing and Media

Each of these sectors is led by a global sector leader who co-ordinates all client activity and works closely with the designated key account, or client relationship manager.

To put this into context, the consumer markets practice group represent many global clients where we manage cross border executive appointments, and our 110 consultants, who are based throughout Latin America, North America, Europe Middle East Africa and Asia Pacific, have significant experience of each sector and managing complex, international assignments.

Each of the practice group Partners, Consultants and Research Associates have significant knowledge and experience of consumer brands and fully understand brand strategy and innovation, customer relationship management, operations, supply chain and distribution, customer service and loyalty programmes, market entry strategies and retail operations for B2B or B2C companies.

Our regional Consumer Products and Services Partners and Consultants can be found as below:

Europe, Middle East & Africa

North America

Latin America

Asia Pacific

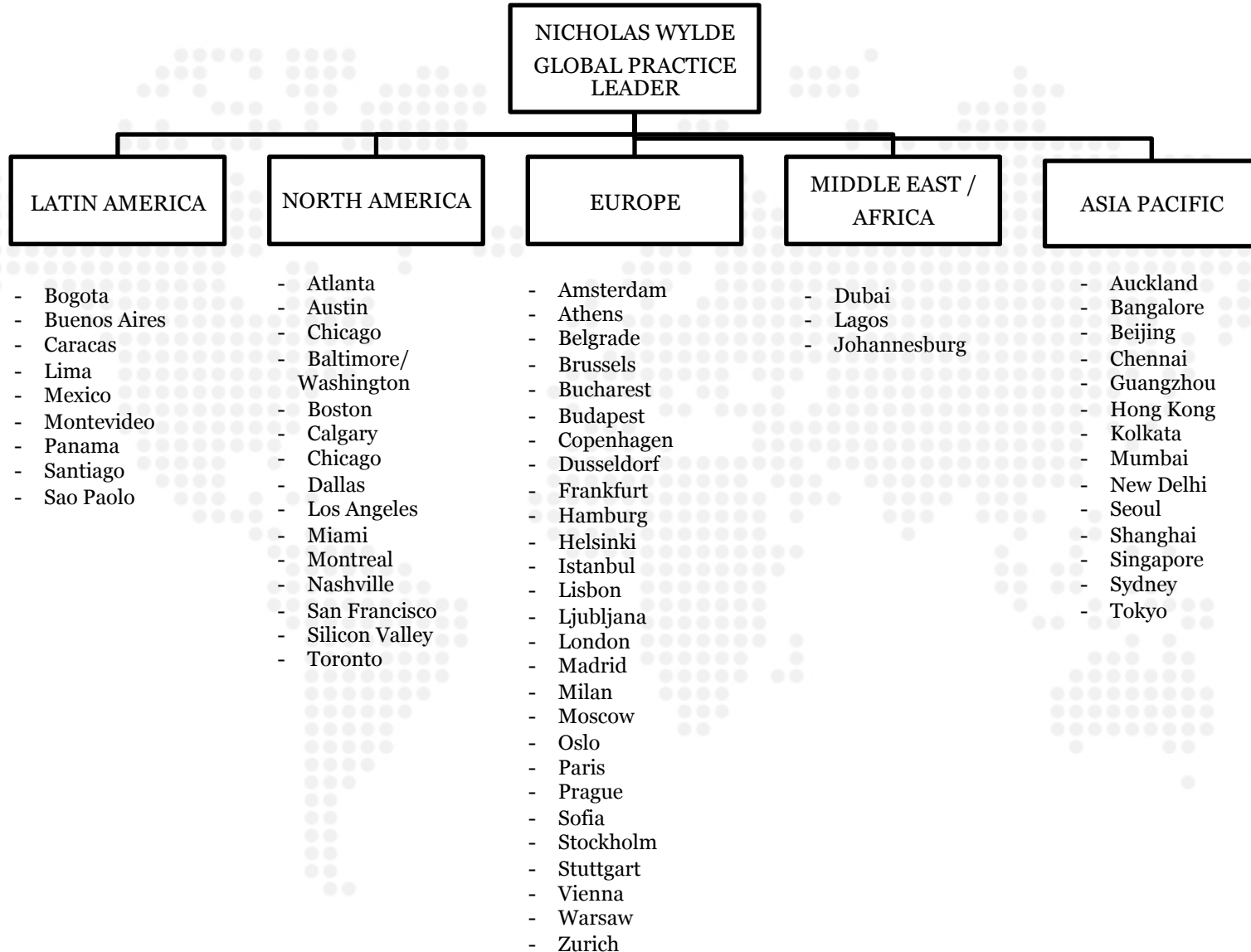
Consumer Products & Services Global Practice Group**Sector****Global Sector Leader**

Consumer Products	-	Nancy Mathioudaki	Athens
Luxury Products & Services	-	Stefan Hofer	Zurich
Consumer Retail	-	Petra Gerstner-Berggren	Frankfurt
Travel, Hospitality & Leisure	-	Nicholas Wylde	London
Advertising, Media & Publishing	-	Lyn Cason	Baltimore

Regional Practice Leaders

North America	-	David Love	Atlanta, Ga
Latin America	-	Ana Cristina Botero	Bogota
EMEA	-	Tom Christensen	Oslo
Asia/Pac	-	Rajat Raina	New Delhi

Consumer Products & Services Global Structure



RETAIL AND DISTRIBUTION SERVICES

Our expertise and understanding of the Retail and Distribution Services sector includes store based and on-line business to consumer operations.

Typical leadership appointments that Stanton Chase International manage within this sector are: Executive, Finance and Head of Function positions, Country Management, Property & Asset Management, Merchandising, Retail Operations, Sourcing and Supply Chain, Marketing, Category Management, Digital

The Retail and Distribution Services sector covers the following business groups':

- Grocery retailers
- Fashion retailers
- Electrical retailers
- Book shops
- General merchandise
- On-line retailers
- Department stores
- Consumer electronics retailers
- Mobile telephone retailers
- Direct sales
- Car distributors (production)
- Cash & Carry
- Petrol retailers
- Vending machine operators

PRODUCTS AND FAST MOVING CONSUMER GOODS

This business to business sector covers all manufactured products that are distributed to the retail sector.

Innovation is key to brand development whether this relates to technology advancement of consumer electronics and appliances, packaging and design, new product development, manufacturing infrastructure, brand extension and loyalty.

The top FMCG, or consumer packaged goods, companies are characterised by their ability to produce the items that are in highest demand by consumers and, at the same time, develop loyalty and trust towards their brands.

Typical appointments managed by the global team of Stanton Chase consultants for this sector include: Executive, Finance and Heads of Function positions, Country Management, Sales, Marketing and Innovation, Operations and Supply Chain, Category Management and Business Development.

Consumer packaged goods

Alcoholic drinks (beer, wines & spirits)

Soft drinks

Consumer appliances (white & brown goods)

Cleaning & household

Consumer durables

Toiletries

Over the counter (OTC) pharmaceuticals & healthcare products

Male grooming

Cosmetics

Dairy products

Fresh & frozen products

Bakery products

Confectionary

Tobacco

Toys

Stationary products

Food ingredients

TRAVEL, HOSPITALITY AND LEISURE

Our travel, hospitality and leisure sector covers many business groups who are primarily services based but also include business to business operations.

While our clients in this sector have global operations, customer service plays a crucial part of their success to ensure continued loyalty to the brand whether they may be hotel operators, car rental providers, visitor attractions or a global coffee shop brand.

The consultants of Stanton Chase have represented many of these global brands from tour operators, hotel brand owners and operators, global and regional restaurant operators and visitor attractions. We have expertly managed key appointments such as Chief Executive Officers, main board and Executive Committee, Regional Presidents, Global Heads of Function, Chief Development Officers, Senior Vice Presidents of Commercial Operations, Divisional Managing Directors and Country Management.

Hotel brand owners, operators and franchises

Restaurant operators

- > fine dining
- > casual dining
- > fast food
- > corporate coffee shops

Car rental

Cruise Lines

Tour operators

On-line tour operators

Casino operators

On-line gambling

Visitor attractions and leisure parks

Airline catering

Commercial airlines

Contract catering

- > schools/universities

- > hospitals

- > offices

- > event caterers

Train operators

Cinema & Theatre

Concierge services

Sports arenas

LUXURY PRODUCTS AND SERVICES

The luxury goods sector is made up of lifestyle products and are synonymous with certain brands whose names are associated with luxury, high price, or high quality. The luxury goods sector has been on an upward spiral for many years where the largest ten markets for luxury goods account for over 80% of overall sales; key markets for luxury goods include Japan, China, United States, Russia, Germany, Italy, France, United Kingdom, Brazil, Spain, and Switzerland.

The global team of Stanton Chase consultants who have significant expertise in the luxury sector have worked with leading fashion houses, watch and jewellery manufacturers, beauty products and hospitality providers to meet the increasing demand for talent as the sector has grown as it appeals to a more discerning and affluent customer.

An example of appointments managed in this sector include main board and executive committee, heads of central functions, country management, marketing, sourcing and supply chain, digital innovation, creative and design, business development and sales.

Fashion (wholesale and retail)

Beauty products

> cosmetics

> skincare

> fragrance

Accessories

Luggage

Vehicle distributors – luxury & prestige marques

Watches & Jewellery

Lifestyle products

Hospitality

ADVERTISING, MEDIA AND PUBLISHING

The advertising, media and publishing sector includes digital & publishing, broadcasting as well as advertising and public relations agencies, marketing and promotional services and design led, specialist consultancies.

Our expertise in this sector covers a deep understanding of broadcast, publishing & digital media, PR agencies and marketing services where our consultants have managed appointments that include executive management and heads of function, client directors, account directors, business development, wholesale distribution and sales.

National & public broadcasters

Digital media & publishing

Advertising agencies

PR Agencies

Marketing Services

Promotion agencies

Examples Of Typical Assignments

General Management

Chief Executive Officer (Plc & Private)

Chief Operating Officer

President EMEA/Asia Pacific

Managing Director

- Group

- UK & I

- Division

Country Management

Finance

Chief Financial Officer

Financial Planning & Analysis

Corporate Finance

Group Financial Controller

Treasury & Tax

Risk

Investor Relations

International

EMEA

North America

Asia Pacific

Functional

Human Resources

- EVP/SVP/VP

- Group

- Division

Strategy Director

Development

Commercial Operations

Marketing/Sales

Corporate Communications

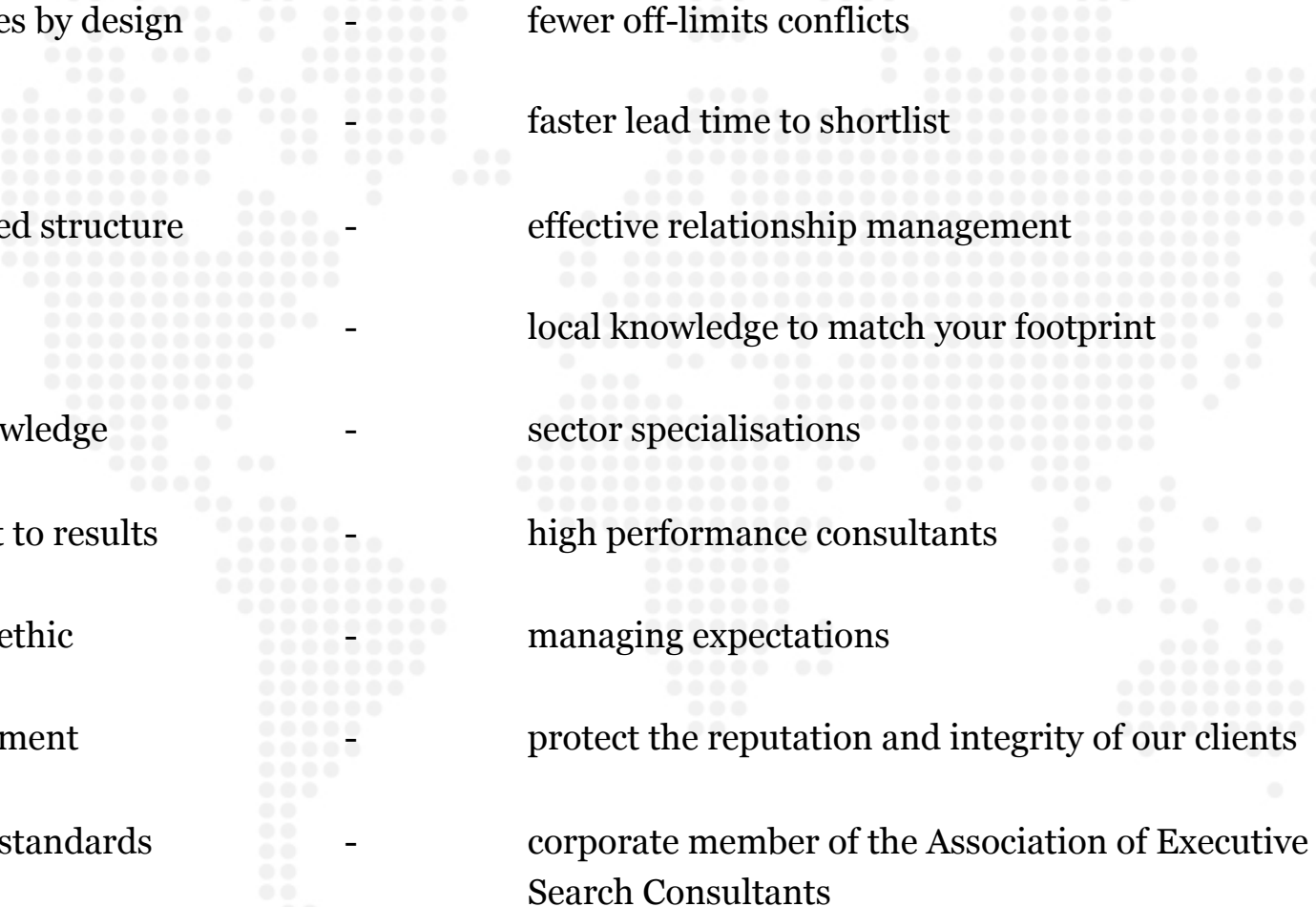
Supply Chain

Procurement

Operations

Revenue Management

Key Performance Indicators



Smaller offices by design	-	fewer off-limits conflicts
Leaner	-	faster lead time to shortlist
Partner-owned structure	-	effective relationship management
Global reach	-	local knowledge to match your footprint
Industry knowledge	-	sector specialisations
Commitment to results	-	high performance consultants
Strong work ethic	-	managing expectations
Risk management	-	protect the reputation and integrity of our clients
Professional standards	-	corporate member of the Association of Executive Search Consultants

Search Methodology

- In-depth briefing with Human Resources and Line Manager
- Proposal to search that includes:-
 - Our understanding of the company and position
 - The search strategy and methodology
 - Stanton Chase engagement team
 - Timing
 - Target list of Companies
 - Fees and expenses
 - Terms & Conditions
 - Consultant biographies
 - Brief to search written and agreed
 - Candidate mapping and research
 - Weekly client updates of progress
 - Shortlist presentation
 - Interview panel candidate meetings
 - Offer and acceptance
 - References and educational audit



Nicholas Wylde
Managing Director, London

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Global Practice Leader – Consumer Products & Services

- Nicholas Wylde joined the London office of Stanton Chase International in 1993 after spending a number of years with two other mid-sized executive search firms.
- Prior to entering executive search in 1988, Nick pursued a hotel management career in Bermuda, North America and England, where he owned and operated a 16th century coaching inn.
- He possesses diplomas in Hotel Administration from Cornell University and the American Hotel & Motel Association, and is a past member of the Hotel & Catering Institutional Management Association.
- Although Nick has a particular interest in the international hotel sector, he works extensively for consumer services clients that include general retailing, leisure, hospitality and travel as well as within the consumer packaged goods sector. He manages corporate and board appointments throughout North America, Europe and South East Asia across all management functions.



Stefan Hofer
Partner, Zurich
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Global Sector Leader – Luxury Products & Services

- Stefan joined Stanton Chase Zurich in 2009 as a partner, thus contributing his longstanding human resource management experience gained as senior HR executive. He also strengthens the partnership's sector expertise in consumer and luxury goods, as well as in non-profit and education management.
- Having previously been a partner in a personnel consulting firm after leaving university, Stefan spent 14 years as an HR executive at various major global companies. In 1992 he was appointed Human Resources Manager for Eastern Europe at an international luxury consumer group, and became global Head of HR at a leading commodity trading firm in 1997. From 2002, Stefan was engaged at Swatch Group as Regional Executive Human Resources for the USA, Canada, Latin America, UK, Scandinavia, Greece, the Middle East and Australia. Additionally, he held the position of Head of Executives Recruits, responsible for filling key positions at country, brand and group level. In 2006 he founded his own management development and executive search company.
- He holds degrees in law, business management, political science and philosophy from the University of Bern and the FU Berlin, as well as a Master in HR Management from the International Business School Zurich, ZfU. He is fluent in German, French and English.
- Stefan grew up in Berlin, New York and Bern and now lives in Zurich.

**Nancy Mathioudaki****Partner, Athens**n.mathioudaki@stantonchase.com**Global FMCG Sector Leader – Consumer Products & Services**

- Nancy is a Partner, specialized in the Consumer Products and Services sector as well as in the Life Sciences and Healthcare markets. As a leading member of the Consumer Products and Services Practice in the EMEA region, she has handled senior level searches for key business functions including sales and marketing, business development, supply chain, human resources and finance for a broad spectrum of local and regional corporations.
- Prior to her career in Executive Search, Nancy accumulated over ten years of professional expertise in senior marketing positions with prominent multinational companies such as Diageo, IDV, TIM and BAT.
- She received a BSc in Business Administration specializing in Marketing and IT from the American College of Greece with highest honors and holds an MBA from LaVerne University. Nancy is an active member of the Hellenic Institute of Marketing, the Women's Organization of Managers and Entrepreneurs as well as the Kallipateira Sports Charity Association.



Lyn Cason
Director, Baltimore
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Global Sector Leader – Advertising, Publishing & Media

- Lyn, a Director at Stanton Chase International, is an experienced executive search consultant who brings more than 15 years of background in the profession, specializing in digital media, consumer services, non-profit and education sectors. Before joining Stanton Chase in 2010 Lyn was Partner at Warren & Morris Ltd. for ten years and started her executive search career with Brad Marks International in 1996.
- Previously, Lyn was on the senior management team at Westinghouse Broadcasting and Cable, Inc. (CBS). Her past positions include Vice President Controller at Group W Productions in Los Angeles, and Controller at WJZ TV in Baltimore, KPIX TV in San Francisco, and NBC Radio in San Francisco. Her overall experience working with entertainment and media clients provides a unique platform that allows her to offer organizational growth and leadership development to all of her clients.
- Lyn received a B.A. in Broadcast Communications from California State University San Francisco, and an Executive M.B.A. in Management from the Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University. She also completed a Fellowship in Applied Behavioural Sciences at Johns Hopkins University.
- She is currently on Board of Directors for The Madeira School, a VAIS independent boarding school for girls in Virginia, lending her skills to assist her alma mater. Past community involvement includes board service on The Drucker School/CGU Alumni Association and as Treasurer for Homeless Healthcare Los Angeles. Lyn is also proud to serve as a leadership coach for The Connective Leadership Institute, a management consulting and training firm in California, renowned for developing leaders for the 21st century.



Tom Christensen
Managing Partner, Oslo
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Regional Practice Leader – EMEA

- Tom started his career in Executive Search with Corridor, a local company in 2001. He joined Compass in 2006 and established Stanton Chase Oslo in 2007.
- Before joining the profession of Executive Search Tom worked in different sales and marketing positions. He has 16 years of local and international experience from companies like Tomten (Sara Lee Corporation), CPC Foods, PepsiCo and McCann Erickson.
- Tom has worked with local companies and large International Corporations with a strong sales and marketing focus. He has extensive experience in performing searches on an executive level, middle management as well as hard to find specialists.



Petra Gerstner-Berggren
Director/Partner, Frankfurt

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Global Sector Leader – Retail and Distribution

- Petra entered executive search in 1992, starting as a researcher, subsequently as a consultant and later as partner. She spent many years with IIC Partners in Munich; thereafter she built and developed an executive search department for the Dutch company Brunel in Germany.
- Petra joined Stanton Chase Frankfurt in September 2010. She has a very deep understanding and know-how about executive search projects; she is very service-oriented and eager to find the best result for each project.
- She studied business administration in Germany and Sweden. Petra started her professional career as a strategic purchaser with a leading car parts supplier (today ZF Friedrichshafen).
- Petra is married with two children. In her spare time she likes sports (running, golfing, skiing), politics and travelling.



Ana Cristina Botero
Managing Director, Bogota
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Regional Practice Leader – Latin America

- Ana Cristina founded Stanton Chase Bogotá (Aristos) in 1989. As Managing Director, she has over 22 years of professional experience, of which more than 20 are in Executive Search. She began her professional career with Citibank as Account Manager for the World Corporate Group and then worked with TASA International as Operations Manager and Principal, when that company was Colombia's foremost executive search firm. Ana Cristina has solid experience in various industries, including Technology and Communications, Consumer Products, Financial Services and Industrial Products. Of particular interest is her participation in the Colombian Government's "Meritocracy Program", and her leadership in the re-structuring and the re-staffing of Telecom (1,500 positions in less than 1 year), Colombia's national telecommunications company.
- Under her leadership, Stanton Chase Bogotá has become a standard-bearer for excellence and customer satisfaction in the Colombian market, as well as in several other Latin American markets (Panama, Central America, Ecuador).
- Born in Medellín, Ana Cristina studied in Colombia, the U.S. and Switzerland, and has a degree in Business Administration from CESA and a President's Program certificate from INALDE, both in Bogotá. She is fluent in Spanish, English and French.



David Love
Director, Atlanta
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Regional Practice Leader – North America

- David M. Love II, a Director in the Atlanta office, has more than 25 years experience in executive search in the consumer products, retail and hospitality arenas as well as in the industrial sector. He has also completed multiple Board of Director searches in a broad range of industries, as well as searches in the legal, healthcare, technology and telecommunications sectors, both domestically and internationally.
- Prior to joining Stanton Chase, David worked with a number of executive search firms, including Heidrick & Struggles, A.T. Kearney Executive Search and Korn/Ferry International. He also spent 16 years at Ray & Berndtson as the co-global managing partner of the consumer products and services practice, and also ran its domestic Industrial practice. While at Ray & Berndtson, David received the firm's placement award, recognizing him as the individual with the greatest number of placements for the year. He was also recognized for referring/conducting more international assignments than any other partner in the global firm.
- David has a broad teaching background, having conducted classes at top universities such as the Wharton School of Business at the University of Pennsylvania, Rice University, The Georgia Institute of Technology, the Conrad Hilton Hospitality School at the University of Houston, and the University of North Texas. In addition, David is a frequent speaker for the Rotary Clubs, the British American Business Counsel and multiple graduate school alumni clubs. He has written numerous legal, educational and business articles for the Journal of Marketing, The Marketing News and the Hospitality Business Review.
- David is a past chairman of the Society of International Business Fellows and is a past president of the DFW chapter of the Association for Corporate Growth. He received his Bachelor of Arts degree in Economics and Sociology from Beloit College, his MBA from the Wharton School at the University of Pennsylvania, and his Juris Doctorate degree from Temple University.



Rajat Raina
Partner, New Delhi

Regional Practice Leader – Asia Pacific
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- Rajat brings with him a cumulative work experience of 18 plus years. He joined the Stanton Chase team in March 2014 at their New Delhi office. He has been working in executive search and recruitment industry for close to a decade. During this time, his focus sectors have been telecom & retail. He has also been involved in executing leadership mandates in the consulting, ITES and has managed senior leadership hiring for clients across various geographies.
- Prior to his experience in the executive search industry, he had worked in the fashion & media industry. Rajat is a post graduate in Broadcast Management from the International Academy of Broadcasting, Montreux- Switzerland

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