

Home address: 6 Delamere Rd, Hilperton, Trowbridge, Wiltshire, BA14 8SS

LinkedIn: <https://www.linkedin.com/in/liam-walsh-b8253548/>

Liam Walsh

Curriculum Vitae

Mobile: +44(0)7584 561546

Email: liam.walsh1981@gmail.com

PERSONAL DETAILS

Full name: Liam Martin Walsh

Date of birth: 18th March 1981

Status: Married since 2009 with one child (17yo)

Ethnic Origin: White British **Driving Licence:** Full UK

PERSONAL PROFILE

I am a conscientious, enthusiastic, and highly motivated person who is reliable, responsible, and hard working. I possess excellent communication and interpersonal skills and have a proven ability to achieve growth and hit targets. I am flexible within the working environment and able to adapt quickly and positively to challenging situations whilst remaining calm, focused, and positive. I am outgoing with a friendly personality, and I enjoy the challenge of working under pressure independently or as a member of a pro-active team. I have a wide range of experience working with people from all walks of life and I'm a strong networker. My drive, planning and negotiation are the key to my success for the businesses I have delivered for every time. I'm a confident leader who enjoys mentoring and developing teams.

CAREER HISTORY

Position: Sales Director UK & IRE

Company: BlueSun Consumer Brands **Company turnover** +£300m (Global)

Dates: January 2024 – Present

Overall objective and work duties: Headhunted in Oct 2023 by Michael Paige Executive Recruitment to join BlueSun as Sales Director UK & IRE. Working with the UK and Irish retail accounts to grow the existing business and develop new business. With full P&L responsibility I was tasked with building a new team from the ground up and having full ownership to deliver the business plan for the UK & IRE. Working cross functionally with the Spanish HO teams including branding & communication, projects and Supply chain to develop and grow the BlueSun brands in the UK. Key responsibilities and successes of my role also include but not limited to:

- Lead sales operations across the UK & Ireland, overseeing a full P&L: turnover of €80 million across four reporting National Account Managers (NAMs). With a mix of Brands & PL business 80/20 (including Private label for Tesco, Waitrose & Costco)
- Reporting directly to the Commercial Director as part of the UK commercial and Contract manufacturing team, under the CEO, managing relationships with major UK and Irish retailers for key brands including Daz, Ariel, Ambi, Viakal, Dreft, and Opso.
- Led the commercial team acquisition of the Daz brand from Procter & Gamble in March 2024, preparing for distribution by June 2025 into 23 new retailers.
- Successfully delivered against 2024 budget targets and consistently met key performance indicators (KPIs) vs the budget.
- Collaborated cross-functionally with R&D, marketing, supply chain, and other departments to ensure seamless execution of projects and strategic initiatives, whilst maintaining healthy margins and profitability.

Position: Head of Retail Sales – Region Southwest Europe (UK/IRE)

Company: Bona AB **Company turnover** £250m (Global)

Dates: May 2018 to Present

Overall objective and work duties: Headhunted in 2018 by the Sales Director EMEA/APAC to join Bona as a Head of Retail within his team. Working with the UK and Irish Key accounts to grow the existing business and open new accounts. With full P&L responsibility I lead all key sales & marketing decisions for the UK Retail business and work alongside the Swedish branding team to develop the Bona brand in the UK. Key responsibilities and successes of my role also include but not limited to:

- Managing and developing the UK Retail Channel in DIY/Grocery/e-Com (marketplace) /Specialist/Home & Garden Retail
- Manage a team of e-com DSPCs across Southwest Europe and Central Europe as the main lead on Amazon EU 1P Vendor.
- Amazon UK has grown **51% in 1 year** as Bona UKs and largest Retail customer within EMEA & APAC
- Growing Bona to No1 Market share on floor cleaning on AMZ UK and delivering **79.58% Growth** (Sep 23 YTD) V Sep 21
- I have successfully achieved **24% CA Growth Rate over 5 years** for the UK Retail business channel.
- I have management responsibility for the following Key UK accounts Sainsburys, Argos, B&Q, Dunelm, Lakeland & Wayfair
- Monthly I produce reports for the senior leadership team SE – Present at Regional Quarterly Meetings to Country directors.
- Target business over time I have successfully opened new Retail accounts Achieving Budget **Y-o-Y and doubling the T/O**

Position: Sales Manager UK/EU and Ireland**Company:** Tom Chambers Ltd **Company turnover £10m in 2018****Dates:** December 2016 to May 2018

Overall objective and work duties: Headhunted at GLEE 2016 Trade show by the Sales Director to join TCL as a Sales manager working with the UK and Irish sales team and group accounts to grow the existing business and open new accounts on the areas. Also using my knowledge of the export market to develop the business overseas. Key responsibilities and successes of my role included:

- Managing and developing the UK customer base working with my sales team of agents to grow the WBC categories in year one and focus on core gardening year two. By targeting Independent/group retailers.
- UK Based – With strong 12-year ties to the UK garden industry I was also influential and managed/opened the following groups/key independents – Blue Diamond/Hillier/Choice/Tillington/Polhill/Longacre/Leekes – Whilst targeting new business such as Notcutts/Dobbies and Wyevale
- Target new business. I successfully worked with Blue Diamond to grow a complete own label project with our TCL business worth over £ 1 million.
- I successfully worked with my sales teams to see increases of £500k in new business for the independent GC market.
- I extensively use to produce/update account target reports for my sales team and Directors – running quarterly sales meetings
- I was responsible for over 50% of the company sales at £4.5million Turnover as the business does £2million in Lobster Pots as a separate business and £8 million in the retail sales side I work in. With a plan to grow by £1.2m that year.

Position: International Sales Manager**Company:** Briers Ltd **Company turnover £11m in 2016****Dates:** May 2015 to December 2016

Overall objective and work duties: To grow the international business by developing existing business, targeting new prospects, and attending UK and International trade events. Key responsibilities and successes of my role included:

- Managing and developing the Export Distribution networks and Independent/Chain retailers and target distributors across North America, Europe, UAE, and Australasia
- UK Based – With strong 10-year ties to the UK garden industry I have also been influential and managed/opened the following groups/key independents – Choice/Tillington/Polhill/Longacres/Notcutts/Countrywide/GWP/Leekes – Whilst targeting new business such as Builders merchants – IBC/NMBS
- Target new business. I successfully set up six new distributors covering multiple countries inside/outside the EU.
- I have grown the North American business growth to the point we now have a managed team and three key distribution partners in Canada and the US with a warehouse site in Toronto, Canada.
- I extensively use to produce/update account target and forecasting information for £1.5 Million Budget across 19 countries we were currently growing our NBD through export channels for 2016/17. In 2017 Briers won the GIMA Export Award

CAREER HISTORY CONTINUED**Position:** Sales Manager/Key Account Manager**Company:** Kelkay Ltd **Company turnover £12m in 2015****Dates:** May 2012 to May 2015 (3 Years)

Overall objective and work duties: Headhunted in April 2012 from NGB, then promoted from KAM to Sales Manager in July 2014. I managed a selection of UK National/Key account business and was responsible for the Southern Sales teams plus merchandisers. Responsibilities of my role included:

- Managing and developing key accounts such as The Range, Notcutts, Mole Valley, Wyevale, Dobbies, and the Southern UK Independent Garden centre network including buying groups/chains Tillington, Choice, FMG, Haskins
- Gaining new business such as Independent Builders merchants working with NMBS, Toolstation, Countrywide, Leekes and World of Water whilst collaborating with a team of agents and merchandisers across the south of the UK to grow NB.
- Detailed forecasting whilst managing P&L for the Southern UK independent garden centre agent managed business.
- Generating new promotional ideas and marketing timelines to ensure product launches happen simultaneously.
- Presenting at Director level
- Delivered sales/product training from the ground up
- Manage stock replenishment orders and work with the marketing team to create improved merchandising solutions like 'See it Used' Paving concept.

Previous Sales Roles:

- June 2008 to May 2012 **NGB Sales & Marketing Agency (Company turnover £6m)** Area Sales Manager
- September 2007 – June 2008 – **T&G Woodward** – Key Account Manager (headhunted to NGB)
- December 2004 – September 2007 – **Town & Country Products** – Area Sales Manger
- May 2004 – December 2004 - **Vileda – Freudenberg** – Regional Account Manager (Headhunted to Town & Country)

KEY COMPETENCIES AND SKILLS

PROFESSIONAL SKILLS

- Report at Director and Board level – Full P&L Understanding and Forecasting experience
- KAM management training, negotiations, and presentation skills - Mercuri Key Account Management.
- Value-based Sales training – Maro and Competent Strategic Business planning skills
- AMZ Vendor 101 and Brand Registry Trained and AMS Knowledgeable
- Identifying and winning new business opportunities within defined market sectors
- Understand businesses in the following Retail sectors: Garden Centre Chains, National Grocery and DIY retailers, Catalogue business, TV Shopping, e-com, wholesalers/distributors, and independent buying groups. All come with a list of key contacts and experience
- Fully competent and proficient in Microsoft Office tools
- 21 Years Experience within the FMCG and leading Retailers. Able to adapt quickly across supplier product catalogues

ACADEMIC QUALIFICATIONS

The Clarendon Academy – A Level

- Business Studies
- Design Technology
- English Literature

The St. Augustine Catholic College – GCSE

Graphic Design: A
Art: B
History: B
English Literature: B
Drama: B
English Language: C
Mathematics: C
Science: C

INTERESTS

- Spending time with family & friends
- Golf
- MTB Cycling
- Gym

REFERENCES available on request