

Rachel Brain

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Capability statement & future direction

- New to Web-development & Web-design, I now have the full complement of Sales & Marketing skills!
- A successful Business manager, I aim to achieve win : win solutions for both employer & customer by building lasting partnerships based on fantastic service & quality locally-made product.
- I am equally comfortable working on creative solutions & on numerical trackers & data analysis.
- I thrive on variety & challenge, used to juggling many customers & projects simultaneously.
- I have diverse skills & experience in both business development & product development.
- My passion is making everyday products more sustainable for the planet & healthier for the consumer.
- A Community Engagement aspect in my role is vital as "giving back" is important to me.

Experience & personal strengths

- Web-developer & Web-designer
- Planner & organiser
- Analytical with attention to detail
- Strong communicator, both written & verbal
- Relationship builder
- Inquisitive researcher
- FMCG Sales - Retail Grocery Business / Account management
- Technical - Product Development / Sensory Research / Key Account management

Career history & experience

Dec-19 to present **Head of Sales & Marketing, Pastry Master**

Working in my family business in all areas, as required, but specifically in Sales & Marketing. At *Pastry Master*, we manufacture & deliver a range of quality pastry products in bulk wholesale packs (5kg & 10kg rolls, GST-free) to restaurants, cafés, caterers, schools & food distributors within Victoria.

Nov-18 to Nov-19 **National Business Manager – Aldi Stores & Coles, Murray River Organics**

Managing the Aldi business nationally, delivering both Organic & Conventional products across the Dried Fruit/Nuts, Oils & Pasta/Rice/Noodles categories into the eight Aldi Regions. Daily contact with the Aldi Buying teams & internal colleagues, especially in the Procurement, Production, Planning, Quality & Logistics departments. Growing sales volume in Coles across a number of categories, in both Exclusive label & *Murray River Organics* re-branding. Working with the Procurement, Finance, Quality & Production teams in preparation for submission of tenders for both new & existing contracts & in the development of new products. Managing a Customer Service Manager.

Major accomplishment:

- Winning MRO's first Exclusive label tender with Coles

Nov-14 to Oct-18**National Account Manager - Coles,
Costa Group – Mushroom Category**

Responsibility for managing the Coles Grocery business nationally, delivering Loose & Pre-pack Mushroom products into the Coles chilled DCs. Daily contact with the Mushroom Category team at Coles & the Fresh Produce Buyers in each state. Daily conversations with the Costa Farm management at each of the farms located in five states to ensure high supply performance results.

Major accomplishments:

- Delivering volume sales +19% on MOQs nationally in Coles in FY16; & 28% up on Budget
- Despite consistent rhetoric about range consolidation, convinced the Coles business to launch a new Bagged line to the Mushroom range, initially on a trial basis, which drove sales Units of the 500g Mushrooms pack group by 30-50% (by state, without cannibalisation of original SKU) while locking in an exclusive line to *Costa Group*
- This Bagged SKU significantly increased Pre-pack facility efficiencies due to its success, enabling justification for two new Bagging lines to be purchased (a significant competitive advantage)
- Attended the Fresh Produce trade show 'Asia Fruit Logistica' in Hong Kong in Sep-16, observing the sophistication of the market in Asian countries, especially China
- Worked with the Corporate Communications Manager in drafting articles for PR, such as sections of the Sustainability Report in the FY16 & FY17 Annual Reports & the company intranet

Sep-11 to Oct-14**National Account Manager,
Tassal Group Ltd**

Responsibility for managing the Independents Retail grocery business nationally by delivery of value-added, mainly short shelf-life, products via distribution centres (to Metcash, Aldi, SPAR & Statewide) & of fresh Salmon products via wholesalers working with state *Tassa*/Wholesale sales managers. Caretaking the Coles Grocery account during the May-13 to Jul-13 period, including Project Management of control brand NPD for Oct-13 launch. Working with field team directly to motivate reps & drive sales results, particularly distribution, with field team employed by third party sales representative provider (*Powerforce*).

Major accomplishments:

- Delivering *Tassa*/ Independent Grocery channel GSV growth FY12 +8% & FY13 +9%, despite limitations to new line launches
- Working with Foodland to drive exceptional sales growth in 2012 of +88% & in 2013 YTD +36% (warehouse withdrawals)

Sep-10 to Sep-11**National Account Manager,
Unicharm Australasia (Manufacturer of BabyLove nappies)**

Joint management of the Independent Grocery business nationally supplied by delivery via distribution centres (Metcash & SPAR) plus management of some Baby Specialty customers & *OfficeMax* supplied directly (\$13m approx.) in the Baby Needs (Nappy) category.

Major accomplishments:

- Re-building business relationships with state IGA contacts which had eroded over a number of years due to numerous strategic & account management changes
- Lifting the profile of the Independent Grocery channel of the Retail Grocery business internally with the drafting, presentation & distribution of a Monthly Report

Sep-07 to Sep-10

**National Business Manager,
Sigma Consumer Division (Herron)
(A division of Sigma Pharmaceuticals Ltd)**

Managing the Independents Retail grocery business nationally (\$15m approx.) by delivery via distribution centres (Metcash, SPAR & Statewide) for the *Herron* brands in the Analgesics & Natural Health Care categories. Caretaking the Woolworths & Big W businesses in all aspects of direct contact, forecasting, management of Retail Trade Investment (RTI) & communication of promotional programs to the syndicated field team (managed by a third party, *Powerforce*). Responsible for managing an Account Manager.

Major accomplishments:

- Winning Foodland Supplier of the Year for the Supplier (less than \$2 million) (2008)
- Winning *Sigma Pharmaceuticals Ltd* Sales Award - *Herron* Division Customer Service award (2008)
- Being hand-picked for a role in a new team with a strong strategic vision

Sep-04 to Sep-07

**State Account Manager,
The Smith's Snackfood Company (A division of Pepsico)**

Autonomously managing the Independents Retail grocery business in SA & WA (\$28m approx.) by direct-to-store deliveries & working as a member of the SA & WA state sales teams & the Independents Account Management team.

Major accomplishments:

- Winning overall Foodland Supplier of the Year in 2006 (joint winner)
- Winning Foodland Supplier of the Year for the Confectionery / Salty Snackfood Category (2005)

Feb-03 to Aug-04

**Category Development Manager,
Bonland Dairies P/L (Now Fonterra Australia P/L)**

Responsibility for Grocery Category development in Cheese & Dairy Spreads categories, primarily for the GHPL Account, including Coles Online, plus management of the Category Development Analyst resource.

May-02 to Feb-03

**Industrial Account Manager (B2B),
Kraft Foods Limited (Now Mondelez Australia P/L)**

Full responsibility for managing & expanding the Ingredients business nationally by combining the Kraft Foods & Lanes Biscuits ingredients portfolios & building the customer base (such as Sara Lee, Nestle, The Cheesecake Shop, Copperpot & Black Swan).

May-00 to May-02

**Retail Account Executive,
Lanes Biscuits P/L (Manufacturer of Nabisco biscuits in Australia)**

Assisting National Business Manager in all aspects of managing the Woolworths Account (\$32m approx.).

Nov-97 to Apr-00

**Consumer Research / Sensory Analysis Manager,
McCormick Foods Australia**

Autonomously expanded the scope & capabilities of the Sensory work of the business including managing & conducting internal & external consumer research & testing for new product development & quality assurance purposes, sometimes following proprietary sensory analysis procedures for specific customers.

**Jul-95 to Nov-97 Product Development Technologist,
McCormick Foods Australia**

Working in a product development team to develop dry seasoning blends & wet sauces/dressings products for the McCormick brands & for industrial customers (such as Frito-Lay, McDonalds & KFC) plus planning work for & managing a Product Development assistant.

**Aug-93 to Jul-95 Technical Sales Executive (B2B),
Essential Flavours & Ingredients P/L**

Representing a small Australian company supplying sweet liquid flavours to the Vic/Tas territory comprising 40 food manufacturing clients (such as Peters Icecream, Schweppes & Uncle Tobys) & liaising with Marketing, Purchasing & Technical personnel of customers.

**Jan-90 to Jul-93 Product Development Technologist,
Uncle Tobys Company (Now owned by Nestle)**

Working in a product development team to develop products for the Uncle Tobys brand in the Muesli Bar & Fruit Snacks categories & in cross-functional teams to complete major projects.

Education & Training

2021	Coding Bootcamp, Trilogy Education Services/Monash University
2016	Certificate IV in Process Manufacturing (LEAN)
2003	Master of Marketing, Monash University
1993	Bachelor of Applied Science (Food Science & Technology), RMIT

References

References available on request.