



# Greg Cowan

Commercial Leader with unrivalled international experience

Beaconsfield, UK

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## Links

[LinkedIn](#)

## Languages

English (Native)

## About

Dual Citizen (Australia and Great Britain) dedicated father with joint custody. Veteran rugby player and coach. I have lived in the UK for 12 years. A foodie and an amateur historian.

Global commercial leader who quickly understands the situation, solves problems and scales for the future. Highly experienced leader that can add value on day one. Expertise in over 80 countries and the world's largest retailers. Bringing a unique perspective due to my breadth of experience across multiple categories and routes to markets. I set high standards but lead by example and am exceptionally strong in the negotiation of complex commercial agreements. I thrive building and developing high performing teams and executing plans. Excellent communication, leadership and influencing skills allow me to influence and drive across all levels of the organisation. As a trusted GLG council member I offer professionalism, stability and results-focussed ethos.

### Areas of Expertise

Commercial Performance and Strategy | Business Transformation | Buying | Negotiation | Team Leadership | FMCG

### Summary of experience

Executive leadership | commercial strategy | full P&L management | Ecommerce | contract negotiation | global development strategy | business turnaround | change management | global sales | strategic partnerships | international markets | category management | new business development | process optimisation | performance improvement | OMNI Channel | licensing | distribution agreements | partnerships | supplier management | sponsorship strategy | strategic account management | emerging markets | S&OP Process | business restructures | Amazon | step changes | sales force | marketing | channel management | customer acquisition | B2C | agency relationships | customer ownership | conversion improvement | FMCG | B2B | Digital marketing | social media strategy | Mentoring | Procurement | Tenders

### BRANDS WORKED WITH

- Amazon.com
- Glen Dimplex
- Mamas & Papas
- Milk and More
- Pentland Brands
- Private Employed

## Experience

### ● Commercial, Partnership and Customer Director (Contract)

Milk and More | Sep 2022 - Jun 2023

Pure D2C delivery service of groceries. Turnover £170mn, Team Size 20, 275,000 active customers

Commercial, Partnership and Customer Director (Contract)

- 2.3% Increase in net margin
- 27.9% reduction in cost of registration
- 58.4% increase in acquisition of targeted customers
- 24.2% increase in customer conversion rate
- 9.1% increase in basket size
- 447.3% increase in website purchase interaction.
- 8.4% increase in basket penetration
- Full P&L responsibility for the UK Business and member of the executive
- Signed and launched exclusive partnership agreement with Daylesford Organic.

- Changed cross stocking and wholesale supplier 3 months ahead of schedule



## ● Managing Director

Glen Dimplex | May 2021 - Sep 2022

- Full P&L responsibility for the UK Business and Global Board Member
- Transformed the structure and operating model of the UK subsidiary
- Rebuilt relationships with key customers including launching a category based selling approach
- 37% reduction in sku count
- Operating profit increase of 3.6%
- 23.4% increase in forecast accuracy

## ● Owner

Private Employed | Jul 2018 - May 2021

- Strategic advisor for the European Bank of Reconstruction and Development
- Training global accounts teams on how to negotiate/engage more effectively with Amazon and Costco
- Global Freelance consultancy work on contracts, strategy and licencing & distribution agreements
- Gained or deepened experience across many categories



## ● Global Sales Director Contract

Mamas & Papas | Feb 2018 - Jun 2018

- Ownership for all wholesale sales which includes 63 countries globally
- 9.6% reduction in trading terms to Amazon
- 107% improvement in Mamas and Papas control of terms investment
- 3 new Amazon locales launched
- 20 retail concessions launched



## ● Commercial Director Active Division

Pentland Brands | Feb 2014 - Jan 2017

- Developed the Active Division Omnichannel strategy globally
- Regular communication with over 50 key stakeholders and internal/external decision makers/owners
- 1200% sales increase in Mitre lifestyle business in 3 years
- 41% wholesales growth on core business
- Full responsibility of Costco across 11 Fashion and Lifestyle brands
- 57% incremental margin delivery across the Costco business +72% against budget
- Responsible for the global sales and profit strategy for 71 territories worldwide.
- 10.2% Average margin improvement (over 75 agreements negotiated)
- 174% increase in profitability
- 40% increase in brand coverage with 30% less customers by developing and implementing the Active Divisions strategy for the Americas
- 1667% increase in key distributor growth over 3 years
- 12,000 club sponsorship signed
- Delivered Mitre profitability for the first time in 7 years



## ● Head of Buying Sports and Outdoor

Amazon.com | Jul 2012 - Jan 2014

- 64% ASIN (range count) growth
- 214% margin growth ahead of plan by 1.3%
- Restructured the vendor team to enable alignment to key business goals
- 450+ supplier terms agreed via a clear framework for trading terms sign off process