



# Eilis Cope

Marketing Director

Stroud, UK

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## Languages

English

## About

EXPERIENCED SALES AND MARKETING DIRECTOR EXECUTIVE PROFILE Versatile, dynamic, results-driven professional with 25+ years' experience delivering sales and marketing expertise. Skilled in collaborating with all members of an organisation to achieve business objectives within budget. Superb commercial skills, successfully negotiating contracts to drive profitable solutions. Excellent people and communication skills, adept at developing exceptional relationships with clients, colleagues and stakeholders to deliver substantial growth in highly competitive and diverse business markets. A great team player with an eye for detail and the future vision, has the ability to manage incremental improvements alongside delivering strategic change. Worked for and with high profile corporations and brands - Rothmans, Dunhill, The Famous Grouse, The Macallan, Remy Cointreau, Coca-Cola, Mars, Organix, Jane Shilton, ABInBev, Selfridges, HoF, Honda, Mercedes Benz, Bushmills Whiskey.

### BRANDS WORKED WITH

- Bensons Fruit Juice Ltd
- Brl Hardy Europe Ltd
- Cope Sales and Marketing
- First Drinks Brands
- Highland Distillers/maxxium
- Howard Tenens
- Rothmans (Uk) Ltd

## Experience



### ● Director/Founder

Cope Sales and Marketing | Jan 2014 - Now

A Full-Service Sales and Marketing Agency helping SMEs and larger corporations to add significant value and exceptional output across their sales and marketing functions.

- Brings a strong and unique commercial edge to both the sales and marketing functions
- Excellent business development skills, setting strategy objectives, implementing plans and delivering ROI within budget
- Delivers excellent quality output through highly experienced design & creative, web & app, digital, photography & drone flying, print teams
- Passion for excellence means our standards are high, while offering value for money, with the client at the heart of everything
- Organises international exhibitions including graphics and all admin / props etc for a large logistics company
- Create all the trade ads for Proximo Spirits working with brands like Bushmills, Jose Cuervo, The Kraken, 1800, The Sexton, Boodles Gin
- Create video and drone photography for companies including schools, alcoholic and soft drinks industries, confectionary industry, finance industry and logistics industry
- Create digital marketing campaigns using Google Adwords, LinkedIn ads, HubSpot using analytics for reporting and target setting
- Content creation for clients to promote on-line digital campaigns & off-line collateral for corporate brochures, case studies etc Interim Sales & Marketing Juice Ltd

### ● Sales & Marketing Director

Rothmans (Uk) Ltd |

Major brands included Rothmans, Dunhill, Peter Stuyvesant, Consulate, St. Moritz, Royals Achievements

- Strong performances resulted in fast-tracking through the organisation and successfully fulfilled 9 progressive roles in 9 years
- Negotiated Asda into central distribution saving £175k pa
- Re-negotiated the annual trading agreement with JS saving £10k pa
- Negotiated the annual trading agreement with Asda worth £250m
- Successfully managed the Morrison's business from -5% to +29% year on year through implementing geographical shelf plans with bespoke marketing initiatives
- Managed the South-East drive team, achieving the best team results nationally

- Successfully managed the agency operation at the Dunhill Golf tournament at Woburn
- Ran the new entrants training programme from classroom presentation techniques to individual training in the field as well as devising, implementing and evaluating training & development plans
- Successfully launched a brand in India; presented a business plan to the JV company in India and managed the operation with a team of 25 people pan-India, following a successful test launch in New Delhi
- Attended many internal and external training courses such as selling skills, negotiation skills, time management, planning, finance, interviewing skills, category management etc

## ● Sales and Marketing Director

| Oct 2012 - Nov 2013

The leading provider of events and stadium public catering for many of the UK's most prestigious sporting and entertainment events e.g. Silverstone, BMW PGA at Wentworth, NFL at Wembley, The CLA Game Fair, Twickenham, Harlequins and Gloucester Rugby, Live Nation and V Festival concerts etc. Turnover of £50m and 150 employees. Achievements

- Devised and executed a marketing workshop with the senior team to develop a brand DNA
- Rebranded the B2B business introducing brand guidelines which were adopted across all four divisions within the Group from stationery and signage to clothing, graphics and the website
- Proactively raised the profile of the Group in the management of the horsemeat scandal; engaged with a FSA approved laboratory and had all meat products DNA tested with reports published on the website and leveraged this to reassure event organisers – this campaign led the event catering industry during this critical period
- Developed a new website integrating a social media strategy; worked closely with the developer to deliver a responsive and intuitive site with good navigation, clear messaging in line with the newly devised content strategy
- Proposed a strategy to build PR across the Group and offer the B2C brand some gravitas by introducing Rob Rees MBE, also known as The Cotswold Chef, and signing a 3-year deal looking at CSR, NPD and staff training
- Renegotiated supplier contracts over a 3-year term culminating in £100k delivery to the bottom line
- Worked closely with the lawyers to ensure the trademarks were updated and protected
- Compiled the winning entry for the Gloucestershire 'Family Business of the Year' award (presented on 3/10/13)
- Initiated and implemented marketing initiatives for Silverstone – their largest contract – including 'food to go' maps, early bird offers and cross category food & drink promotions for F1 and Moto GP
- Developed a sales strategy to retain existing customers and attract new business through divisional case studies and e-mail marketing campaigns
- Recruited a team to take the department forward with a clear succession plan

## ● Marketing & PR Director

Howard Tenens | Jan 2009 - Jan 2012

One of the largest privately-owned logistics and commercial property companies in the UK leading the industry in low carbon transport. Based in Gloucestershire with a turnover of £58m and 500 employees nationally, I was employed to devise their core marketing & PR strategy from a blank canvas as well create and implement business development initiatives. Achievements

- Refreshed the branding to ensure consistency across all 3 divisions and numerous sites from communications, property, clothing, signage to vehicle livery and introduced and implemented new brand guidelines
- Negotiated 4 new contracts into the business, worth £5m plus
- Compiled and wrote the winning entries for 3 regional business awards – Gloucestershire CSR, Boston (Lincs) Green, Beacon
- Met and persuaded the Minister for Transport to visit the HT London gas refuelling station, officially opening the environmental warehouse we ran for Coca-Cola and which serviced the Olympic Park during 2012
- Networked with regional and national journalists and achieved a full-page entry in The Times in Jun'12 FOC and slashed advertising spend

through effective negotiation

- Redesigned the website and successfully delivered a 25% uplift in visitors to the site resulting in new sales enquiries
- Devised a rolling 12-month cohesive marketing plan to drive sales and awareness for the business
- Invited to join the Board of the Gloucestershire Chamber of Commerce
- Invited to chair the Logistics Sector Group for the Gloucestershire LEP

## ● Business Development Director

Howard Tenens | Jan 2007 - Jan 2009

Research and development of professional networks to create lead generation and delivery of turnover and profit targets

- Successfully negotiated a 10% profit increase in a £2m food contract
- MD of Hairware – a £1m beauty business within the Group, restructured the business and turned it around into profit
- Negotiated a £1m contract with ABInBev with the incorporation of the Anheuser Busch portfolio
- Recruited, managed, motivated, trained and empowered staff to achieve personal and business goals

## ● Interim Sales and Marketing Director Roles

Bensons Fruit Juice Ltd | Jul 2000 - Dec 2001

1. Frugi Organic Children's Clothing – 9 months interim role Devised the global sales strategy and successfully managed the team and key accounts setting new corporate objectives and modus operandi. Grew the John Lewis account by 10% in a 6-month period with a new in-store merchandise plan to secure this business. Developed two major new accounts in Germany adding another 15% to the total business revenue. Implemented budgetary controls to help analyse and review previous and future marketing expenditure. Carried out weekly team meetings and annual performance reviews of the team, detailing clear responsibilities with specific and targeted objectives. 2. Bensons Fruit Juice Ltd – 12 months interim role Carried out a full commercial review of the business which influenced its future direction with revised focus on strategic growth plans. Trained the sales team in selling skills and how to calculate profit on return and customer margin requirements. Achieved two national listings through a major distributor which culminated in business growth of 20% year on year. Set strategic objectives for new and existing customers by business channel. Reviewed the company price lists to deliver increased profitability and also implemented a price increase, for the first time in 5 years underpinned with a proper communications package to customers. Developed marketing collateral and PR for the business while also integrated an apprenticeship programme to fill the skill gaps.

## ● Business Unit Director

Brl Hardy Europe Ltd | Jul 2000 - Jan 2002

A leading Australian wine company with turnover of £1bn; brands included Stamp, Nottage Hill, Crest and Banrock Station. Achievements

- Successfully grew the Australian wine category at 7% share above the market rate by implementing a customer-specific marketing campaign delivering revenue and profit targets
- Proactively managed the supply chain to reduce out of stocks by 20%
- Cohesive management of a Q&A project which culminated in the global change to Stelvin cap (screw top) in the sub £6 wine range, answerable to the Board in Australia
- Negotiated new listings which enabled the turnover of the Sainsbury's account to achieve 1 million 9 litre cases for the first time in the history of the Company

## ● Trade Sector Controller

Highland Distillers/maxxium | Jan 1996 - Jan 2000

Owned by Edrington Holdings, Highland Distillers is a leading Scottish Whiskey and other Spirit manufacturer. Major brands included The Famous Grouse (TFG), The Macallan, Highland Park, Cointreau, Remy Martin, Piper Heidsieck. Achievements

- Negotiated a brand extension of Famous Grouse 35cl in Tesco which delivered £100k to the bottom line in one year
- Initiated contact with Bass and negotiated a cross category promotion in Sainsbury's which delivered a sales uplift of 3000% for The Famous

Grouse brand

- Presented and negotiated the case for a national listing of Highland Park 10-year-old malt in Tesco; this resulted in the Company reaching its year 5 volume and profit targets at the end of year 2
- As part of my development I devised a 'national accounts procedures manual' and presented it to the Board; this was subsequently approved, and I was given responsibility to roll it out across the Company – UK and International divisions
- As part of my development I also project managed the integration of the Remy Cointreau portfolio
- I was invited to join the Board in Scotland but could not relocate at the time
- Highest achiever on the team always leading on sales and profit targets

### ● Trade Sector Manager

First Drinks Brands | Jan 1995 - Jan 1996

Achievements

- Designed a forecasting model which was rolled out across the Company
- Devised & negotiated a cross category promotion with Whitbread which led to a 6000% uplift of sales in Asda for Virgin Vodka
- Implemented bespoke marketing plans across Asda, Safeway and Kwik Save delivering increased sales and profit
- Achieved new brand listings and brand extensions across my portfolio of accounts which delivered tangible volume and incremental profit

## Education & Training

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### ● University of Ulster

BA (Hons) Business Studies, Business Studies specialising in marketing