



Daniel Thiem

Marketing, Innovation, Category & Business Development Consultant

Leicester, UK

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Languages

English (Native)

About

Commercially driven marketer with expertise in brand marketing, trade marketing, category management innovation, strategy and business development

Specialties: NPD, Strategy, Creative, Project Management, Research, Analysis, innovation, brand marketing, own label category management

BRANDS WORKED WITH

2 Sisters Food Group

Mission Foods Full-Time

Rowse Honey Ltd (Wellness Foods)

Tulip Ltd

Uniq

Experience

● Marketing & NPD Director

Mission Foods Full-Time | Dec 2020 - Now

Manage a team of 15 across brand, category, npd and packaging for the £100m UK business in bakery goods

● Customer Marketing Controller

Tulip Ltd | Sep 2014 - Dec 2020

Major pork producer of own label and branded (Danepak, Snaffling Pig, Alf Turner) products across multiple categories
Remit covering brand marketing, NPD and innovation, category management and business development.



● Head Of Marketing And Category - Bakery Division

2 Sisters Food Group | Jan 2013 - Sep 2014

Head of team covering Pizza, Sandwiches, Ambient & Chilled Desserts including brands such as Foxs, Prima Fresco and Jamie Oliver



● Head of Category Marketing

2 Sisters Food Group | Mar 2012 - Jan 2013

Heading a team on the Chilled Food Division covering Pizza, Salads and Sandwiches

● Senior Category Marketing Manager

Uniq | Aug 2009 - Mar 2012

Mange the category and marketing for the chilled desserts division

● Marketing Controller

Rowse Honey Ltd (Wellness Foods) | Dec 2007 - Aug 2009

Lead the brand positioning and activation for the £25m brand

Education & Training

2003 - 2007

● De Montfort University

ba hons, business studies