

HEMANT MISTRY

Midge.Mistry@gmail.com | +44 7980 645801 | [LinkedIn](#)

Senior-Level Commercial Leader | FMCG & Retail Growth Strategist

Professional Summary:

Results-driven commercial leader with 15+ years experience driving growth in FMCG and retail through decisive leadership, team empowerment, channel & category management and innovative omnichannel market strategies.

Proven track record in business performance optimisation, market share expansion and leading high performing teams across multi-national functions to deliver with exceptional speed & agility. Adept at streamlining operations, channel development, high-stakes negotiations and forging profitable & sustainable relationships at all levels.

Expertise:

Leadership:

- Strategic Planning & Implementation
- Operation Analysis & Process Redesign
- Internal Systems and Controls

Financial Management:

- P&L and ROI Improvements
- Market Share Sustainability
- Turnaround / Crisis Management

Relationship Management:

- Channel Development
- Team Performance Maximisation
- Skilled Conflict Management

Professional Experience:

Newell Brands | Head of Sales - Tesco, Costco, One-Stop

July 2023 – Present

- Leading a **£59.5m** portfolio (+**21%** revenue increase vs 2023) and a newly structured team.
- Managing **4 SNAM** (Senior National Account Managers) on multiple high-profile brands (including Yankee Candle, Sistema and Sharpie) in all categories (Home Fragrance, Cleaning, Appliances, Food, Beverage, Baby & Writing).
- **Integrated** legacy business units and streamlined operations, enhancing efficiency and cross-functional alignment.
- Optimised processes through **simplification**, enabling a more focused customer group management approach.
- Developed **customer-centric strategies** using **data-driven** decision-making driving profitable & sustainable growth.

Newell Brands | Senior Sales Manager - UK Mass Market Channel (Writing)

Mar 2019 - June 2023

- Managed **4 SNAM** serving all UK Major Multiples (MULTs), Discounters and 2 European Distributors.
- Owned the largest UK Channel representing **42.1%** of total UK revenue in 2022.
- Achieved **14** consecutive months of market share growth, increasing channel revenue by **28%** & key events by **72%**.
- Spearheaded sustained P&L management, achieving **+15% GM** improvements and **6%** investment savings.
- **Partnered** with UK Managing Director on strategic direction, C-level reporting and engagement score increases.
- **Optimised** cross-functional processes and led high-stakes **negotiations** driving omnichannel, brand-focused growth

BIC | Senior Key Account Manager - Tesco, Iceland, The Range

Nov 2016 – Dec 2018

- Successfully relisted Tesco's complete Female Shavers portfolio (**+200bps** market share).
- Optimised profitability (**+4.2%**) and boosted 'Back to School' sales by **+14%** in a highly competitive market.
- Delivered business in new accounts exceeding **£700k**, driving sustainable top & bottom-line growth.
- Skilfully navigated the largest UK grocer to enhance market share and cross-functional efficiencies.

BIC | Key Account Manager – Sainsbury's

Feb 2016 – Oct 2016

- Delivered Market Share Gains of +1.3% and portfolio growth of +18%.
- Established new listings in Sainsbury's of strategic Shavers NPD.
- Redesigned & streamlined Company's operating processes & analytical tools.

Unilever | Senior Account Manager – Personal Care, Home Care, Ambient, Chilled

2016 – 2015

- Full P&L responsibility for a **£112m** business area across all Unilever product categories for multiple customers.
- Developed and launched a new Personal Care strategy, reversing YOY sales decline.
- Managed **2** direct reports and a Junior NAM driving category growth and retailer engagement.

Unilever | Account Manager – Discounters

2012 – 2015

- Grew top-line sales by **+392%** while achieving trade investment savings of **180bps**.
- Strategic alignment of operating principles with business growth ambitions.
- Led cross-functional teams to develop bespoke product solutions.

Unilever | Junior Account Manager – Discounters

2012 – 2015

- Developed a **£54m** portfolio – transforming a previously flat area into one of positive ROI and exponential growth.
- Achieved **125%** top-line growth with **610bps** trade investment reduction.
- Drove an incremental **+£2.3m** in NPD sales and secured a further **£2.6m** from new customers within the first year.

Unilever | Category Executive – Savoury

2010 – 2011

- Responsible for all MULTs, analysing market data, shopper profiles, and category insights.
- Coordinated strategic delivery of a complete reformulation of an entire key packet sauce range.

Unilever | Business Development Representative – Field Sales

2009 – 2010

- Developed relationships with end-users & distributors, driving NPD sales by **+13%**.
- Presented insights and category recommendations to out-of-home catering businesses.

Education & Qualifications:

- **Omni-Channel, eCommerce & Digital Marketing** | Circus Street | 2021
- **The Complete Skilled Negotiator** | GAP Partnership | 2016
- **Precision Selling** | Expressions for Growth | 2012
- **Project Management** | (Prince2) | 2009
- **BA (Hons.) German and Politics**, University of Bath, (1999 – 2003)
- **Modern Languages & European Political Modules**, Freie Universität Berlin (2002)
- **A-Levels** Maths A, Further Maths B, German C, Geography C ; **GCSEs** 10 (A*-C), The Meridian School (1994-99)

Additional Experiences:

- Independent World Travel – 38 Countries (2004-07)
 - Vice President, Democracy & Communications, University of Bath (2003-04)
 - Licensed Trade / Ethical & Environmental Committee Member, NUS Services Ltd (2003-04)
-