

# DON ABEYESEKERA

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The Human Resources Director

Dear Sir / Madam,

## Senior Marketing Candidate with 15 years' Global FMCG experience

I'm hereby submitting my resume for your kind perusal.

I believe my FMCG experience with British American Tobacco over 15 years, majority of which at senior management levels in Europe and Asia would make me an ideal addition to your organisation. I specialise in commercial and marketing strategy having held Senior Marketing and Corporate Strategy offices for BAT Globally. You would also notice my ability to bring an execution focus for such strategic initiatives through the results outlined in my resume.

## **My experience and how it matches the job description**

In my current role at BAT, as Global Marketing Director (IBG) for the Modern Oral Category, I'm responsible for global P&L delivery of a nascent category driving BAT's reduce risk product portfolio. I've spearheaded the development of marketing strategies and deployment of VELO in 23 markets geographically resulting in 62% volume growth and 57% revenue growth within the financial year ending March 2021.

### **A STEP CHANGE IN NEW CATEGORIES**

| For year ended 31 December            | Volume (unit) |             | Reported Revenue (£m) |            |             | Adjusted Revenue (£m) |          |               |            |             |
|---------------------------------------|---------------|-------------|-----------------------|------------|-------------|-----------------------|----------|---------------|------------|-------------|
|                                       | 2020<br>Unit  | Change<br>% | 2020<br>£m            | 2019<br>£m | Change<br>% | Adj<br>£m             | FX<br>£m | 2020 cc<br>£m | 2019<br>£m | Change<br>% |
| <b>New Categories</b>                 |               |             | <b>1,443</b>          | 1,255      | +14.9%      | -                     | 6        | <b>1,449</b>  | 1,255      | +15.4%      |
| Vapour (10ml units / pods mn)         | <b>344</b>    | +51.9%      | <b>611</b>            | 401        | +52.3%      | -                     | 4        | <b>615</b>    | 401        | +53.4%      |
| THP (sticks bn)                       | <b>11</b>     | +18.9%      | <b>634</b>            | 728        | -12.9%      | -                     | 2        | <b>636</b>    | 728        | -12.7%      |
| Modern Oral (pouches mn)              | <b>1,934</b>  | +62.0%      | <b>198</b>            | 126        | +57.1%      | -                     | -        | <b>198</b>    | 126        | +57.1%      |
| <b>Traditional Oral</b> (stick eq bn) | <b>8</b>      | -0.9%       | <b>1,160</b>          | 1,081      | +7.2%       | -                     | 5        | <b>1,165</b>  | 1,081      | +7.7%       |
| <b>Total Non-Combustibles</b>         |               |             | <b>2,603</b>          | 2,336      | +11.3%      | -                     | 11       | <b>2,614</b>  | 2,336      | +11.9%      |

Use of the term "at cc" refers to the variance between the 2020 adjusted performance, at 2019 exchange rates, against the adjusted 2019 performance.

Source: Investor Report, 2021

- The above would be a good example of by innate strategic delivery outlining the direction based on clear commercial facts and grounded consumer insights of the category over a 3-year time horizon
- Building a new category involves the ability to Identify, diagnose and address key strategic issues, which has been clearly demonstrated through the revenue and market share growth depicted
- My current experience also entails the ability to analyse data and provide recommendation to the main board driving business case driven investment decisions globally

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- Throughout my career in BAT I have spearheaded key strategic initiatives leading cross functional teams within marketing, finance, R&D and M&A teams. I'm also a Prince2 qualified project manager which enables a structured approach to project management
- Directed strategic support for Management Board, providing detailed analysis for new business opportunities, resulting in the M&A of DRYFT brand in USA amongst other strategic initiatives

### **Career evolution over 15 years**

I'm a naturally curious individual. A curiosity that has led me to join a FTSE top 10 MNC which has taken my professional journey over 5 geographies in 15 years. This includes UK, Hong Kong, Pakistan, Russia, Maldives, and Sri Lanka. This in hindsight isn't an easy task, as every move would determine the need to learn, unlearn and relearn; from new cultural norms to circles of influence. But one thing remains constant, my passion to build great brands and deliver exponential business growth driven by innovation.

At the inception of my career, I made a conscious decision to focus on my passion for brands, in spite of holding a Fellowship in Finance. This has enabled me to craft strategic marketing investments with a clear P&L focus. Over the years I have had the pleasure to determine strategic direction whilst delivering commercial growth. As Head of Brands in Sri Lanka, I was instrumental in launching capsule innovation powered by consumer insight for the first time, an initiative which increased premium segment profitability by three-fold. This spring-boarded my career to Pakistan, where I led a team of 1250 employees servicing over 500,000 geographically dispersed trade universe. Together we were able to transform the business to achieve the highest volume and revenue results in just 14 months. As a senior leader and with my ambition to become a CEO, I was tasked with heading the Corporate Strategy Office. A key initiative I drove was to simplify the the management structure by 30%. Recently, as a global high potential talent based in the Group Head Quarters of BAT, I have been instrumental in driving global brand portfolio strategy both in our traditional Brands as well as the recently launched Modern Oral category. I have fortified Leadership in Europe and continue to expand to 23 geographies with an impetus on ESG. I continue to strive towards my ambition of being a CEO in a FTSE100 company. In such pursuit I have further enhanced my skill set through an MBA at Cambridge University. The greatest learning of which being the opportunity to surround myself by equally talented individuals and be able to benchmark myself equitably.

I believe my success to be attributed to three key elements. My curiosity to learn, unlearn and continuously relearn. My supportive family who is there by my side. Being a father of two amazing children, the lessons learnt which are transferable to leading my people towards greater heights. My resilience and attitude towards excellence in execution.

*Ivenium viam aut faciam* - I shall find a way or make one.

Thank you for your kind consideration

Yours Sincerely,

Don Abeyesekera