



JOANNE BENNETT

PROFILE:

I am an intuitive, strategic thinker with over twenty years marketing experience; driven by a passion for understanding consumers and leveraging future facing insights into impactful brand communication that drives growth. I have a breadth of experience from insight to execution; demonstrating my ability to develop future growth plans along with my agility to ensure delivery of short-term execution and commercial goals.

I have significant experience in developing consumer profiles & insights, brand positioning and strategy, creating & optimising innovation through qualitative and quantitative consumer validation and delivering impactful communication development across all touch points in both consumer and shopper environments.

I am highly results focused and as an experienced leader of teams & agencies I strive to set stretching goals; ensuring the extended team are energised, empowered and coached to deliver against them.

CAREER SUMMARY:



Nestlé Confectionery – global food manufacturer and top 10 UK grocery business

- Head of Shopper marketing: Confectionery 2020 - present day
- Head of Health & Sustainability: Confectionery 2019 - 2020
- Head of Insight: Confectionery 2018 - 2019
- Senior Innovation & Insight Manager: Confectionery 2015 - 2018
- Senior Brand Manager: Sugar portfolio 2012 - 2015
- Senior Innovation Manager: Rowntree's 2011 - 2012
- *Maternity leave* 2010 - 2011
- Senior Brand Manager: Chocolate Gem portfolio 2009 - 2010
- *Maternity leave* 2008 - 2009
- Senior Brand Manager: Heaven 2006 - 2008
- Senior Innovation Manager: NHW 2005 - 2006



Kraft Foods – global food manufacturer and top 10 UK grocery business

- Brand Manager: Terry's Chocolate Orange 2003 - 2005
- Brand Manager: Kraft Salad Dressing 2003



HP Bulmers – UK cider and beer distillery

- Brand Manager (on & off trade): San Miguel 2002 - 2003



Cadbury Trebor Bassett – UK no 1 confectionery manufacturer

- Brand Manager: Milk Tray 2001 - 2002



Centura Foods Plc – ambient food arm of Rank Hovis McDougall

- Assistant Brand Manager to Brand Manager: Sharwood's & Bisto 2000 - 2001



Glaxo Wellcome – leading global pharmaceutical manufacturer

- Graduate trainee: marketing, market research & sales placements 1997 - 1999

CAREER HIGHLIGHTS:

- Leading a large team to deliver a step change to best in class shopper execution and evaluation. Ensuring greater brand & customer integration; whilst navigating a fluid shopping environment & significant future legislation restrictions.
- Leading the people plan for the Confectionery category development department including development of the diversity & inclusion program and active contribution to the Nestle UK disability forum.
- Leading the translation of corporate health & sustainability strategies for the Confectionery division. Including the cocoa plan transition to Rainforest Alliance, delivery of recyclability roadmap and navigation of future health legislation restrictions.
- Leading the creation of key Confectionery category need state & consumer typology insights and their embedding within brand & innovation strategies.
- Developing a new best in class process for innovation and driving its implementation across the Confectionery business.
- Developing the optimal consumer led positioning, product & communication for a new breakthrough permissibility innovation for the Milkybar brand.

- Returning the Rowntree's brand to growth through delivery of a new master brand re-positioning and multi-channel communication campaign including new brand identity, TV sponsorship creative and social media plan.

QUALIFICATIONS & TRAINING:

- 2005 - 2021: Marketing and shopper & leadership & coaching excellence training
- 1994 - 1997: BSc (Hons) Physiological Sciences - 2:1, The University of Newcastle upon Tyne.
- 1987 - 1994: A-levels: Geography (A), Biology (B), Chemistry (B) and General Studies (C)
GCSE's: Eight (grade A) and two (grade B).

OUTSIDE OF WORK:

I love to travel and completed a solo round the world trip in 1999/2000. I continue to enjoy exploring new countries with my family and when possible like to attend music events and try to keep fit.

CONTACT DETAILS:

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EMPLOYMENT HISTORY DETAIL:

NESTLE CONFECTIONERY (Nov 2005 – Present)

Head of Shopper Marketing (Jan 2020 – Present)

- Leadership of a team of fourteen across shopper creation, instore & online activation, POS & promotions.
- Development of integrated shopper strategy & plans across omni-channel landscape.
- Management of Shopper creative agency & liaison with creative & media agencies.
- People team lead; to include diversity & inclusion program for the department.

Head of Health & Sustainability (Nov 2019 – Jan 2020)

- Leadership of sustainability and health strategy & roadmap for confectionery.
- Liaison with key Customer & government networks to provide Nestle Confectionery position.

Head of Insight (Dec 2018 – Nov 2019)

- Leadership of a team of five across consumer & shopper qualitative and quantitative research.
- Delivery of insight program to aid category, channel & brand strategy development and innovation pipeline validation.

Senior Innovation & Insight Manager (Sep 2015 – Dec 2018)

- Leadership of new insight led innovation process & strategy for the Confectionery business.
- Leadership of opportunity identification, idea generation & development of the Milkybar & Aero innovation pipelines.

Senior Brand Manager Sugar portfolio: Rowntree's & Polo (Jul 2012 – Sep 2015)

- Strategic direction of the Rowntree's and Polo brands, creative master-brand re-positioning with TTL communications execution (Film 4 TV sponsorship, OOH & Social) and P&L management.
- Management of Assistant Brand Manager, Graduate trainee & creative/media agency relationships.

Innovation Manager: Rowntree's (Jul 2011 – July 2012)

- Leadership of the innovation strategy & pipeline development for the Rowntree's brand.
- New product development: positioning, branding, product & packaging communications.

Senior Brand Manager: Yorkie, Toffee Crisp, Rolo & others (Sept 2009 – May 2010)

- Strategic direction, investment strategy and P&L management across a portfolio of seven chocolate brands.
- Development of the Yorkie brand re-positioning & creative territory.
- Management of a Graduate trainee and creative agency relationship.

Senior Brand Manager: Heaven (Jul 2006 – Apr 2008)

- Launch to market of new premium chocolate brand: brand positioning, product, packaging & communications execution (TV, Print, Online) and P&L management.
- Management of Brand Manager & creative/media agency relationships.

Senior Brand Manager: Nutrition Health and Wellness (Nov 2005 – Jul 2006)

- Leadership of strategic opportunity review for a new NHW brand; including identification of consumer target, development of brand positioning, branding, product and packaging.

KRAFT FOODS (Feb 2003 – Nov 2005)

Brand Manager: Terry's Chocolate Orange (Jan 2004 – Nov 2005)

- Strategic direction of Terry's Chocolate Orange, media and communications execution (TV, Radio & Experiential), innovation plan & development and P&L management.
- Management of a Graduate trainee and creative/media agency relationships.

Brand Manager: Kraft Dressings (Feb 2003 – Jan 2004)

- Strategic direction of Kraft dressings range, packaging renovation & line extension innovation and P&L management.

HP BULMERS LTD (Feb 2002 – Feb 2003)

Brand Manager: San Miguel

- Strategic direction of San Miguel, development of media and communications execution (TV & Online) & management of P&L.
- Management of a Brand administrator & of the brand owner relationship.

CADBURY TREBOR BASSETT (Mar 2001 – Feb 2002)

Brand Manager: Milk Tray

- Strategic direction of Milk Tray, media & communications execution (TV, PR) & revised positioning strategy with major product and packaging renovation development.

CENTURA FOODS PLC (Feb 2000 – Mar 2001)

Brand Manager: Bisto (Jan 2001 – Mar 2001)

- Strategic direction of Bisto Best range, product and packaging renovation development & range extension innovation.

Assistant Brand Manager: Sharwoods (Feb 2000 – Dec 2000)

- Product, packaging & PR plan management for Indian accompaniments range.

GLAXO WELLCOME PLC: Asthma & HIV (Sep 1997 – Sep 1999)

Commercial Graduate Trainee: rotation across Marketing, Market Research and Sales roles.