



# Aidan Duffy

at

<https://www.linkedin.com/in/aidanduffy1/>

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## Summary

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## Experience

### **Insights Consultant at Nielsen IQ**

**01/12/2021**

- \* Strategic business data consultant for Nielsen data clients including Pladis, McCormicks Starbucks and Fox's Biscuits
- \* Building joint business plans to utilise a businesses EPOS to enhance their retailer and consumer relationships
- \* Analysis, recommendations and presentation of critical business questions to c-suite level leading to key listings of NPD & growth in store presence in categories played in
- \* Key wins include new store listing of Lucozade Alert a new energy drink to discounter to value of £ 200k, growth in revenue for 2 key skus landed in Asda for McCormick helping gain market share vs competitor worth approx. £ 100k
- \* Management of analysis team to deliver numerous projects for a number of clients to specification

### **Senior Trade Marketing Manager at Wella Company**

**01/12/2020 - 01/11/2021**

- \* Building strategy around new initiatives including "True grey" campaign in UK & I contribution £ 1m to business
- \* Building customer and channel annual plans for ISO Wholesale channel for key retailers to business including Sally's and regional retailers& end users
- \* Defining and ownership of tailored 4P strategy to ensure successful transition of stand along Wella business after transition from Coty
- \* P&L & Promotional analysis & modelling to recommend to retailer and wholesaler strategy for 2 way growth
- \* Monitoring competitor and trade activity in post Covid growth in independent retailers

## **Route to Market Manager at British American Tobacco**

**01/01/2020 - 01/10/2020**

- \* Strategic and continuity of supply Analysis on new and existing routes to market for Global Travel retail across Asia, Middle East and Americas
- \* Development of market understanding of new markets including understanding passengers and Duty free stores including Dufry, Heinemann & Dubai Duty Free including availability and supply analysis
- \* Management of team of 3 to support business on risk analysis and Trade show development for existing and new category products
- \* Project Management and development of trade plans, contract engagement and working cross functionally in support of transition to business from UK to Hong Kong

## **Category Development Manager at Ferrero**

**01/09/2017 - 01/12/2019**

Main lead for Category Development for Ferrero for Irish retail channel, working across a broad range of retailers in Grocery, Impulse and Forecourt channel for clients such as Tesco, Musgrave, Aldi, Lidl, Spar, Dunnes Stores and Circle K.

- \* Fully accountable for building customer & category development leading seasonal & quarterly reviews, NPD performance, Competitor analysis and range reviews across numerous categories. Areas of research expertise include category strategy, NPD, route to market and shopper journey & behaviour.
- \* Deliver insights and recommendations that give clients confidence to make informed strategic and tactical decisions that inspire, engage and drive business change in areas such as category insight, data analysis and NPD.
- \* Won and implemented a number of sizable projects growing existing number of SKUs & influencing category ranges for retailers
- \* Highly adaptable, collaborative and receptive to change working cross functionally with UK & Irish category, marketing and insight teams
- \* Built strong co-operative relationships within my team support with internal understanding of market through presentations as well as supporting senior stakeholders in understanding NPD performance in a tester market.

## **Client Manager at Dunnhumby**

**01/02/2017 - 01/09/2017**

Dunnhumby Insight manager for clients including Arla, Cargill, Farne Seafood & Glinwell's Fresh produce

- \* Insight led support to Tesco suppliers for fresh produce leading to key listings for suppliers with Tesco identifying key customers for new products
- \* Market performance reviews for key seasons for suppliers including Pancake Day, Easter and Summer BBQ season leading to two new listing for Arla Big Milk and Farne Prawn Cocktail products

- \* Dunnhumby Shop portal champion training suppliers on site on Shop use, capability and best use for doing business with Tesco
- \* Presenting with clients to Tesco on range reviews for supplier leading to a new King Prawn Private Label listing for Farne Seafood

## **Lumina Intelligence Client Manager at**

**01/08/2015 - 01/02/2017**

Main Clients: Kerry Foods, Nestle, Molson Coors, BAT, Irish Lotteries, Pernod Ricard, Valeo Foods, JTI, Amarach Research, Toluna

- \* Developed of business strategy for first international market for International subsidiary of HIM UK in both the Irish & UK convenience & multiple retail channels
- \* Growth of new client base from zero to now a recurring revenue spend of £ 200k to the wider William Reed Group
- \* Advising and Implementing data driven projects for clients in the convenience channel through shopper influenced promotions, in store retailer initiatives and range development
- \* Liaising with internal and third-party research teams on delivering of key insight projects both on time and to budget building tailored questionnaires to help suppliers better understand their shopper in convenience retail channel
- \* Key speaker on convenience internationally including Food and Drink Europe event and several Ireland & European based businesses

## **Retail Marketing Consultant at Irish Food Board**

**01/06/2014 - 01/07/2015**

- \* Secured listing of "Chef Cuisine" chilled ready meal lines in Ocado with an estimated value of £ 100k per annum
- \* Management of accounts and increased sales volume with Aldi UK, TJ Morris and other retail and food service partners
- \* Key developments of relationships with retailers including Tesco, Waitrose, Whole Foods, Aldi, Lidl, Asda at Buyer level
- \* Development of Route to market and gained knowledge in free from, ready meal, cooked meats and drinks categories
- \* Development of UK business strategy for Irish suppliers based on market research, benchmarking analysis, store audits & competitor analysis
- \* Negotiated and Influenced on client's behalf with UK retailer partners on stocking high quality Irish produce over local and International competitors
- \* Experience in using Kantar, Nielsen, Brandview and Dunnhumby data to develop meaningful insight to clients

**Easynet Global IT Services Channel Account Manager at**  
**01/01/2011 - 01/06/2014**

**Keelings Fresh Produce Commercial Buyer at**  
**01/08/2008 - 01/10/2009**

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## Education

**Smurfit Business School**  
Master of Science, -

**London Metropolitan University**  
Master of Arts, -

**University College Dublin**  
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## Skills

**Business Planning, supply Analysis, Profit and Loss Accounts, Risk Analysis, Trade show development, Project Management and development, Retail Channel, Category Development, Competitor Analysis, Forecourts, EPOS, End Users, Insights Consultant, consultant, Route to**

## Keywords

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## Languages


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## Other candidate information that Vincere supports

*Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.*

*(Notice: Please remove this section if you don't need it in your template)*

### General information

1. Candidate middle name ()
2. Candidate preferred name ()
3. Candidate first name in Kana ()
4. Candidate last name in Kana ()
5. Candidate date of birth ()
6. Candidate Age ()
7. Candidate Place of birth ()
8. Candidate Citizenship ()
9. Candidate Gender (Male)
10. Candidate Photo ()
11. Candidate Primary Email (aodhanodufaigh@gmail.com)
12. Candidate Work Phone ()
13. Candidate Primary Phone (+44 7800 885625)
14. Candidate Home Phone ()
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/aidanduffy1/>)
16. Candidate Current Address - Address ()
17. Candidate Current Address - District ()
18. Candidate Current Address – City/Town ()
19. Candidate Current Address - State ()
20. Candidate Current Address - Country ()
21. Candidate Current Address - Zipcode ()
22. Candidate Current Address - Name ()
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()
26. Candidate IELTS Score ()
27. Candidate ID (63665)
28. Candidate Work History (Nielsen IQ

## Insights Consultant

2021-12-01

- \* Strategic business data consultant for Nielsen data clients including Pladis, McCormicks Starbucks and Fox's Biscuits
- \* Building joint business plans to utilise a businesses EPOS to enhance their retailer and consumer relationships
- \* Analysis, recommendations and presentation of critical business questions to c-suite level leading to key listings of NPD & growth in store presence in categories played in
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- \* Management of analysis team to deliver numerous projects for a number of clients to specification

## Wella Company

Senior Trade Marketing Manager

2020-12-01 - 2021-11-01

- \* Building strategy around new initiatives including "True grey" campaign in UK & I contribution £ 1m to business
- \* Building customer and channel annual plans for ISO Wholesale channel for key retailers to business including Sally's and regional retailers& end users
- \* Defining and ownership of tailored 4P strategy to ensure successful transition of stand along Wella business after transition from Coty
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- \* Monitoring competitor and trade activity in post Covid growth in independent retailers

## British American Tobacco

Route to Market Manager

2020-01-01 - 2020-10-01

- \* Strategic and continuity of supply Analysis on new and existing routes to market for Global Travel retail across Asia, Middle East and Americas
- \* Development of market understanding of new markets including understanding passengers and Duty free stores including Dufry, Heinemann & Dubai Duty Free including availability and supply analysis
- \* Management of team of 3 to support business on risk analysis and Trade show development for existing and new category products
- \* Project Management and development of trade plans, contract engagement and working cross functionally in support of transition to business from UK to Hong Kong

## Ferrero

Category Development Manager

2017-09-01 - 2019-12-01

Main lead for Category Development for Ferrero for Irish retail channel, working across a broad range of retailers in Grocery, Impulse and Forecourt channel for clients such as Tesco, Musgrave, Aldi, Lidl, Spar, Dunnes Stores and Circle K.

- \* Fully accountable for building customer & category development leading seasonal & quarterly reviews, NPD performance, Competitor analysis and range reviews across numerous categories. Areas of research expertise include category strategy, NPD, route to market and shopper journey & behaviour.
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\* Built strong co-operative relationships within my team support with internal understanding of market through presentations as well as supporting senior stakeholders in understanding NPD performance in a tester market.

Dunnhumby

Client Manager

2017-02-01 - 2017-09-01

Dunnhumby Insight manager for clients including Arla, Cargill, Farne Seafood & Glinwell's Fresh produce

\* Insight led support to Tesco suppliers for fresh produce leading to key listings for suppliers with Tesco identifying key customers for new products

\* Market performance reviews for key seasons for suppliers including Pancake Day, Easter and Summer BBQ season leading to two new listing for Arla Big Milk and Farne Prawn Cocktail products

\* Dunnhumby Shop portal champion training suppliers on site on Shop use, capability and best use for doing business with Tesco

\* Presenting with clients to Tesco on range reviews for supplier leading to a new King Prawn Private Label listing for Farne Seafood

Lumina Intelligence Client Manager

2015-08-01 - 2017-02-01

Main Clients: Kerry Foods, Nestle, Molson Coors, BAT, Irish Lotteries, Pernod Ricard, Valeo Foods, JTI, Amarach Research, Toluna

\* Developed of business strategy for first international market for International subsidiary of HIM UK in both the Irish & UK convenience & multiple retail channels

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\* Key speaker on convenience internationally including Food and Drink Europe event and several Ireland & European based businesses

Irish Food Board

Retail Marketing Consultant

2014-06-01 - 2015-07-01

\* Secured listing of "Chef Cuisine" chilled ready meal lines in Ocado with an estimated value of £ 100k per annum

\* Management of accounts and increased sales volume with Aldi UK, TJ Morris and other retail and food service partners

\* Key developments of relationships with retailers including Tesco, Waitrose, Whole Foods, Aldi, Lidl, Asda at Buyer level

\* Development of Route to market and gained knowledge in free from, ready meal, cooked meats and drinks categories

\* Development of UK business strategy for Irish suppliers based on market research, benchmarking analysis, store audits & competitor analysis

\* Negotiated and Influenced on client's behalf with UK retailer partners on stocking high quality Irish produce over local and International competitors

\* Experience in using Kantar, Nielsen, Brandview and Dunnhumby data to develop meaningful insight to clients

Easynet Global IT Services Channel Account Manager

2011-01-01 - 2014-06-01

Keelings Fresh Produce Commercial Buyer  
2008-08-01 - 2009-10-01)

29. Candidate Desired Salary (GBP £0.00)
30. Candidate Current Salary (GBP £0.00)
31. Candidate Contract Rate ()
32. Candidate Notice Period (30)
33. Candidate Brief (Aidan Duffy has been working in the IT occupational sector for more than 13 years. Currently he is employed as an Insights Consultant at Nielsen IQ. Aidan has extensive knowledge of EPOS. Aidan has an extensive management experience (7 years).  
Since 2020-12, for a total duration of 12 months, this candidate had experience at a lower grade management level working as a Senior Trade Marketing Manager at Wella Company.  
Since 2020-01, for a total duration of 10 months, this candidate had experience at a lower grade management level working as a Route to Market Manager at British American Tobacco.  
Since 2017-09, for a total duration of 28 months, this candidate had experience at a lower grade management level working as a Category Development Manager at Ferrero.  
Since 2017-02, for a total duration of 8 months, this candidate had experience at a lower grade management level working as a Client Manager at Dunnhumby.  
Since 2015-08, for a total duration of 19 months, this candidate had experience at a lower grade management level working as a Lumina Intelligence Client Manager.)
34. Candidate LinkedIn resume ()
35. Candidate Company name()
36. Candidate Company number()
37. Candidate Branch ()
38. Candidate Desired Industry ()
39. Candidate Desired Sub Industry ()
40. Candidate Desired Function Expertise ()
41. Candidate Desired Sub Function Expertise ()

**NOTE:**

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. Candidate Education Level ({education.educationLevel})
- b. Candidate Education Summary (Smurfit Business School  
Food Marketing, Master of Science  
London Metropolitan University  
Marketing, Master of Arts  
University College Dublin)
- c. Candidate Education Institution ({education.institutionName})
- d. Candidate Education Course ({education.course})
- e. Candidate Education Qualification ({education.qualification})
- f. Candidate Education GPA ({education.gpa})
- g. Candidate Education Honors ({education.honors})
- h. Candidate Education Major ({education.major})
- i. Candidate Education Grade ({education.grade})

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:



Smurfit Business School

Master of Science, -

London Metropolitan University

Master of Arts, -

University College Dublin

, -

2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:

- a. Candidate Job title (`${experience.jobTitle}`)
- b. Candidate Employer (`${experience.employer}`)
- c. Date range (`${experience.dateRange}`)
- d. Candidate experience at the company (`${experience.company}`)

### Recruiter information

1. User location ()
2. User phone number ()
3. Resume submitted date (28/03/2023)
4. User company name (Wild Squirrel Recruitment)
5. User name ()
6. User email ()
7. Primary Brand Logo ()
8. Primary Brand Name ()