## WHY WORK WITH ULRICK & SHORT?

Ulrick&Short

INTERNATIONAL BUSINESS DIRECTOR

Confidential Candidate Briefing Pack

### WELCOME TO ULRICK&SHORT

Initially, the clean label movement was borne out of a desire to avoid genetically modified foods in the late 1990s. It then evolved into being concerned with removing e-numbers, artificial colours, and additives. Ulrick & Short's Director, Adrian Short said recently.

Now clean label as a concept is innately linked with the macro-trends we see in the food industry today, namely sustainability (environmental, ethical & economic), and health & wellness.

It relates to foods that are manufactured for the consumer but reflect the ingredients you use if you were making it at home. It's how the consumer perceives it to be simple and clean.





Ulrick&Short

## Expertise in clean ingredient development.

At Ulrick & Short we have also been in this space for 20 years.

Therefore, we have unparalleled food industry knowledge and expertise in clean label ingredient development. We now work with manufacturers to overcome their most difficult product formulation challenges from reducing fat and sugar, replacing egg and removing phosphates to improve products stability and appearance.

Our clean label ingredients offer functional solutions to a range of problems for applications across all food sectors including bakery, meat and fish, ready meals, soups, and sauces, vegetarian and vegan, organic, batters and coatings and performance foods. Our focus is on cleaning out back of pack declarations and improving label transparency.

We achieve this by delivering immediate technical and on-site field support. We work closely with clients to reformulate and develop clean label ingredient solutions. WE TAKE A CONSULTATIVE APPROACH WITH ALL OF OUR CUSTOMERS AND WORK WITH THEM TO FULLY UNDERSTAND THEIR SPECIFIC NEEDS, APPLICATIONS, AND PROCESSES.

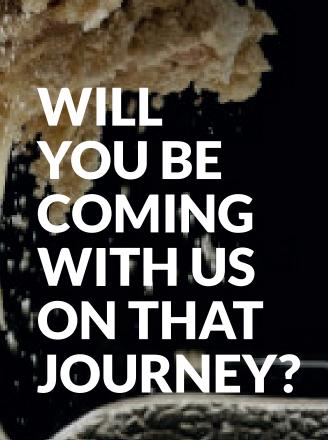
We take a consultative approach with all of our customers and work with them to fully understand their specific needs, applications, and processes. This is to ensure we find the best ingredients for them. We also understand all cases are unique and that each customer needs specific attention.

This is why we have dedicated technical staff that visit customers regularly. The business is driven by research and development and our R&D team are constantly working to develop new concepts with new crops to ensure that we are delivering the cutting edge of what food technology has to offer.

By using state of the art methods and analysis equipment we ensure our clients get the very best results possible. We monitor all trends and develop appropriate plant-based proteins for cold-processed plantbased applications to bridge the gap between traditional animal protein and plant-based protein. Innova Market Insights demonstrated that through 2020 almost 25% of all products launched within the sports nutrition niche claimed plant based or vegan credentials and represents a massive opportunity.

U&S developed Complex 25 to provide complete amino acid profiles and when used in conjunction with pea protein provides the exact amino acid profile and combines the health benefits of plant based plus high protein levels thus bridging the gap to become a more nutritionally complete product.

We bridge the gap and have created a more nutritionally complete product.



Also, after remarkably strong business growth and consecutive record years U&S have now partnered with the investment arm of Swedish group Axel Johnson. This means Novax AB is a majority shareholder signalling to the world U&S's ambition to be a leader in the specialist food ingredients space. Alongside long term and sustainable growth in existing sectors and markets the push is on to expand further.

To this end U&S would like to appoint a forward-looking International Business Development Director to push the business further and expand our international client base at a very exciting time in our company development.

For us, clean label is as important now as it has ever been. Consumers have more information at their fingertips than ever before and increasing numbers of consumers are emphasizing issues surrounding ingredient provenance and sustainability.

In today's world trust now comes at a premium. Retailers and manufacturers alike need to do everything they can to provide as much trust to their consumers as possible. With U&S at their side development and growth is much easier and transparent. We aim to illustrate much of what we believe are the hallmarks of an exceptional business in a promising market and we are looking for the right fit.

With Novax AB behind us we have an organisation and a group of people that share our beliefs and values. As a company we have a huge opportunity to reach our full potential.

## JOB ROLE

INTERNATIONAL BUSINESS DIRECTOR

TITLE REPORTS TO DURATION FUNCTION LOCATION TRAVEL REQUIRED CEO LEVEL

#### CORE OBJECTIVES

CEO – Adrian Short Full Time International Expansion Netherlands

Yes - Medium

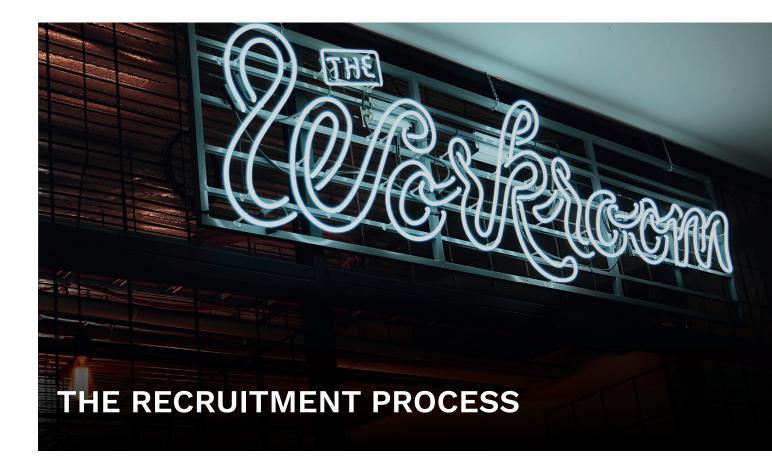
CEO -1

- To oversee the management and growth of the company's international expansion so as to deliver continued sales performance.
- To take a strategic view across selected countries, identifying their key drivers and challenges and positioning Ulrick & Short appropriately to maximize all opportunities.
- To take a strategic view across both existing and new potential accounts, identifying these companies' key drivers and challenges and positioning Ulrick & Short appropriately to maximise all opportunities.
- To build personal relationships with key customer stakeholders such as business unit leaders, heads of research and development and chief procurement officers.
- Strong commercial acumen in the B2B Food Ingredients space to provide leadership to create best-in-class Sales Operations.
- To build a detailed understanding of Ulrick & Short's products and capabilities, as well as of its competitors, customers and the wider industry within which the firm operates. To utilise the information and insight thus gained to drive sales, growth, strategy, innovation and effectiveness.
- Financial performance: Ensure delivery of regional profit and turnover targets in line with corporate annual objectives while managing risks and opportunities.

#### REQUIREMENTS

- A proven and successful track record in a senior commercial (sales, business development, global accounts, sector, region, etc) position for a leading international food ingredients or speciality chemicals company. This will include significant direct experience of managing relationships with both small and large customers on an international basis.
- Highly commercial, results focused with a demonstrable solutions sales approach and the ability to operate both strategically and tactically as required.
- University degree in Business Administration or related areas, post graduate degree is a plus.
- At least 10 years of work experience at international commercial positions related to the region within a diverse and multi-cultural team in a dynamic and highly competitive environment.
- Excellent communications skills, including the ability to articulate complex commercial matters, proposals and solutions confidently, persuasively and sensitively at all levels with both external (customer) and internal stakeholders.
- Flexible with the ability to adapt to the needs of the company as it continues to develop and grow.
- Culturally aware and sensitive to the different needs and practices that exist in countries around the world.
- Excellent command of English language both in written and in verbal form with ability to communicate clearly, negotiate and inspire. Additional language skills are a plus.
- Has ability to handle multiple projects simultaneously and meet rigid deadlines, be extremely comfortable working in a fast-paced environment and adaptive to change.
- Must be self-motivated and inspire the same in others, have a positive can-do attitude, have excellent time-management and problem-solving skills.
- Ability to travel to international locations as required.

#### Ulrick&Short



#### THE PROCESS

Initial discussions, meetings and mutual pre-qualification will be with Ulrick & Short retained external advisers, Meyrick Consulting.

These conversations will enable Mike Meyrick, Director, and his experienced team to select and invite a small number of preferred individuals to progress to the second stage, which will be a meeting with the client sponsors Adrian Short – CEO.

With regard to the above, every effort will be made to co-ordinate diaries and meetings to ensure an effective use of time for all parties. The intention is to manage the process efficiently and to focus on making the right appointment as quickly as possible while affording all parties the opportunity to make informed decisions.

#### **MEYRICK CONSULTING**

Is a leading executive search consultancy staffed by accomplished specialist search consultants who deeply understand the importance of finding and attracting the talented leaders that are pivotal to clients' future success.

We take pride in our trusted collaborative partnerships with clients, which are fuelled by the core principles of integrity, flexibility, transparency, credibility and passion.

Our results speak for themselves.

## What are you waiting for?

**Call us** +44 (0) 1564 795575 +44 (0) 7793 526078

**Email us** mike@meyrickconsulting.com

Our website meyrickconsulting.com

**Start** solving some of your biggest food & ingredient staffing recruitment challenges today by contacting us here.



## Thank You

Should you wish to discuss how we are able to offer support around your key leadership requirements and, also help you attract the top performing executives across the sector, please drop me a confidential message to mike@meyrickconsulting.com. After all, a discussion can bring clarity. I look forward to speaking with you.

#### How to get in contact:

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# THINK OUTSIDE THE BOX