

# ANNIKA DAVIES

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## Summary

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A passionate and determined leader who thrives on the challenge of leading teams in consumer and customer-focused, fast-paced environments. Skilled at successful negotiations and adept at managing teams working across multiple functions, I am experienced in creating and developing motivated and high performing teams.

## Experience

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**Head of U.K Category, Activation, Online and Revenue Growth Management**  
**Associated British Foods: Jordans Dorset Ryvita**

03/2017 to Current

- Responsible for U.K Market Strategy and Planning, leading the teams to build and define clear strategies for investment & growth, through Category and Activation, Online Accounts and Revenue Growth Management
- Project managing the team to enable delivery of budget (£100m NSV) and contractual terms with all retail customers.
- Creating and deploying strategic Category Vision internally and externally across Cereals, Savoury Biscuits and Bars
- Strategic negotiation lead on commercial terms with Amazon and Ocado
- Responsible for performance and delivery of 8 direct reports with key KPI sales and profit metrics (GSV/NSV/SC)
- Managing the development of the team, with clear personal objective plans in place
- Developing an external contact strategy and fostering quality relationships with all key retail partners (Tesco, Sainsburys, Asda, Waitrose, Morrisons, Ocado & Amazon).

**Business Unit Controller – Sainsburys and Asda**  
**Associated British Foods: Jordans Dorset Ryvita**

01/2019 to 07/2021

- Leading the Sainsburys and Asda teams for UK Cereals and UK Biscuits across Sales, Category and Activation
- Responsible and accountable for full internal P&L delivery, and external joint business plan
- Building clearly defined strategies with the team to exceed delivery of budget (£30m NSV), grow distribution across all store formats ahead of target, and exceed retail category revenue expectations.
- Responsible for development and performance of 4 direct reports.

**Senior National Account Manager - Tesco**  
**Associated British Foods: Jordans Dorset Ryvita**

03/2017 to 12/2018

- Managing various Top Mult accounts, including Tesco, Asda, Waitrose, CoOp
- Developed a robust, action orientated account plan that established a platform for growth.
- Promotions reviewed and implemented to drive maximum business benefit.
- Adopted the Category vision in all NPD discussions to secure incremental listings and enhanced distribution where possible.
- Worked with Tesco to achieve a first to market and exclusive NPD.
- Format strategy suitable for Superstore/Convenience/Online
- Negotiated and executed JPBs and CPIs in all accounts whilst building and strengthening the relationships with both customer contacts.
- Strong customer relationships ensuring engagement and commitment to plans.

**Senior National Account Manager  
Mars Food UK**

**04/2010 to 03/2017**

- Responsible for managing the total Morrisons account worth £28M NSV with trade spend of £11.3M
- Negotiating, executing, and tracking JPBs across the two different categories
- Redesigned the Ready to Heat promotional plan to address performance issues and reduce complexity for all parties.
- Sales lead on Dolmio Stir In & Pouch portfolio, representing the commercial aspect of business planning for the Brand.
- Opened and established initial relationship and business with Lidl and Aldi growing from £0 to £2m NSV in 2 years.
- Opened and established initial relationship with High Street Discounters, growing to £0 to £1.25m NSV in 2 years.
- Moved from transactional business relationships to committed JPBs.
- Represented the commercial interests in designing & launching packs fit for Discount Retail
- Responsible for 4 Regional Account Managers accountable for the total Nisa and Spar businesses worth £9m NSV – developing PDPs, supporting, and coaching through RDC & member negotiations & mentoring through Mars University.

**Customer Executive/Customer Development Manager  
Johnson & Johnson UK**

**04/2006 to 04/2010**

- Various Account Executive and Customer Manager roles across Beauty, Baby, Consumer Healthcare and Pharmacy
- Accounts managed: Tesco, Superdrug and Sainsburys.

**Graduate Development Program – Account Manager  
Barclays Corporate Asset Management**

**04/2005 to 04/2006**

- Responsible for leasing and lease purchase within medium to large businesses
- Supported on the development of CRM Program for businesses valued between £5m and £25m.

## **Skills**

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- Sales Courses: Negotiating for Profitable Growth, Expression for Growth, GAP The Complete Negotiator, Category Essentials, PAGB
- Revenue & Profit Growth
- Sales Management
- Project Management
- Customer Relationship Management
- Strategic Partnerships

## **Education**

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<b>MBA</b> Henley Business School Grade: Distinction	<b>01/2023</b> Henley
<b>Law LLB</b> University of Birmingham Grade: 2:1	<b>01/2004</b> Birmingham
Bedford High School	<b>01/2001</b> Bedford

## **Additional information**

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- I enjoy sport - running, swimming and tennis - I am also a keen rugby fan when I get the chance!
- I have been fortunate to be able to have travelled around the world and enjoy experiencing different cultures.