

# Georgina March

**Email:** georgina.march2@gmail.com – **Telephone:** +65 9143 1479 – **Address:** 1 Pearl Bank, Singapore, 169016

## Summary

I am a seasoned sales and account management professional with 10 years' experience. I was successful in my 5 years at BrewDog, overseeing 50% growth in channel (to £100m annual revenue) and successfully project-managed cross-functional change initiatives (including the introduction of Salesforce CRM which enabled 10% incremental sales). In recognition of this, I was consistently promoted into leadership positions, and recruited, trained and managed teams (at times up to 20 individuals) as well as managing BrewDog's most strategic, multi-site B2B accounts nationally. Most recently, I spent time in an enterprise SaaS role, working with global energy-sector clients and supporting the adoption of AI-driven tools. I am confident in my sales capability, as well as my ability to lead others - I pride myself on my supportive and collaborative leadership style.

## Experience

May 2025 – Sep 2025    **GLX Digital – SaaS platform for global commodities operators**    Singapore

### Enterprise Account Manager

- Leading GLX's commercial presence in Singapore, engaging and building relationships with key players in the LNG commodities trading sector
- Re-introducing and leading use of Monday.com to track customer engagement, maintain sales pipelines, and report on deal progression.
- Working directly with enterprise clients to integrate GLX with their ETRM ensuring alignment with freight desk workflows, contract processes, and risk controls. Supporting clients in adopting AI-powered tools to improve their commercial roles
- Work closely with cross-functional teams to deliver tailored technology solutions that meet client requirements.
- Conduct client meetings and feedback sessions to identify areas for improvement and drive service enhancements.

Aug 2018 – Apr 2024    **BrewDog – Leading UK Food & Beverage Company**    London, UK

### BrewDog Company Overview as of 2022

- £320m (\$538m SGD) annual revenue (13% YoY growth).
- BrewDog own 50% of total market share of Craft Beer in the UK.
- #1 imported craft beer brand in France, Italy, Sweden, Netherlands, Japan, Dubai, Spain, Ireland, Denmark, Switzerland, Finland, Austria.
- During my 5 years, oversaw 50% growth in B2B (On-Trade) sales channel from £66m to £100m annual revenue.

### National Account Manager [Aug 2023 – Apr 2024]

- Promoted to manage BrewDog's most strategic national accounts for multi-site B2B (On-Trade) customers.
- Managed over 300 sites (customers include Citizen M Hotels, Wagamama, Tortilla restaurants, Everyman Cinemas, Malmaison hotels, Market Halls + others).
- Achieved 55% volume increase over 2 years for largest customer (managed customer in previous role)
- Responsible for national P&L accounts, partnering with supply chain and finance to align forecasts and budgets to customer growth targets.
- Collaborating with external supply partners to build unique commercial offerings and present bids and tenders to prospective customers – frequently winning new business.

### National Sales Team Manager – South UK [Jun 2020 – Aug 2023]

- Promoted to lead Regional Sales Manager Team, at times managing up to 20 individuals.
- Part of UK B2B (On-Trade) Senior Leadership Team, conducting key customer negotiations and building the overall sales strategy and pipeline.
- Recruited and trained 9 new managers, expanding overall sales footprint.
- Project-managed the introduction of a new CRM sales platform, leading a cross-functional team over 12 months, in partnership with Salesforce.
- Introduced new sales approach alongside CRM, improving quality and standards, resulting in 10% sales increase under my leadership.
- Responsible for forecasting and budgeting for overall UK sales pipeline, partnering with supply chain and finance to ensure brewery production volumes aligned to sales targets.
- Conducted a series of staff and customer training programmes to build brand and product awareness, and

ensure high-quality standards.

- Selected to participate in a national Leadership Development Programme in partnership with top industry brands, learning invaluable insights towards my career progression.

### **Regional Sales Manager [Aug 2018 – Jun 2020]**

- Responsible for BrewDog's market expansion in London's B2B (On-Trade) sector by acquiring new strategic accounts.
- Accountable for development of sales pipeline in a region with limited existing footprint, achieving success through a targeted approach to identify and win business and leveraging new partnerships with key distributors.
- Created a network among key customers and influential leaders within the industry to strengthen brand presence and support sales growth.
- Quickly promoted to lead the team (see above role).

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Jan 2018 – Aug 2018     **Business Development Manager at Pact Coffee**     London, UK

- Responsible for lead generation and pipeline growth at Pact Coffee, one of the UK's fastest growing e-commerce businesses, and #1 in Direct-to-Consumer coffee sales in the UK
- Converted leads to sales via face-to-face meetings, building and presenting commercial proposals.
- Collaborated on major wholesale projects, contributing to business development and marketing initiatives, often leading sales & marketing external events.

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Sep 2015 – Jan 2018     **Sales Consultant at VIP SKI (Travel Company)**     London, UK

- Responsible for new sales and existing bookings for high-end travel company, handling inbound and outbound channels, ensuring a bespoke experience from point of contact through to completion of travel.
- Developed strategic relationships with partner travel companies and key European suppliers.
- Led negotiations and contracting process with overseas partners, tailoring products to client needs, and proactively identified new strategic partnership opportunities.

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## Education, Skills & Qualifications

Nov 2019     **Certified Cicerone – Level 2**; an industry-recognised qualification designating expertise in beer and brewing standards

Sep 2011 – Jul 2014     **BSc (Hons) Sport, Physical Education and Coaching Science** from the **University of Birmingham, UK**

May 2011     **A-Levels (A\*, A, B)**. Sep 2009 – May 2011

**Additional details:** UK Citizenship. Full, clean driving license.

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