

Craig Dwyer

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PROFILE

I have wide ranging food industry market experience, with over 20 years of national sales and marketing roles in Australia, the United Arab Emirates and the United Kingdom with multi-national and local businesses. Relationship building, passion and persistence are key strengths that make me the right candidate for your business. These are enhanced by excellent sales closure, communication and strategic analysis skills. My range of roles shows flexibility with an ability to adapt and succeed.

Achievements include

- Have grown the business at Fruitmark over 50% in the last five years, establishing new business with Bidvest, Countrywide, PFD, the CFA group, McDonalds, Compass and Sara Lee. Also set up a national brokerage network
- Secured over \$50 million worth of Request For Tender opportunities for Rapid Construction in 6 months through cold calling and targeted Expression of Interest distribution.
- In 2008, at Cereform established business opportunities with Gloria Jeans Coffee, The Cheesecake Shop and Pizza Hut from cold calls.
- In 2007 co-ordinated a profit improvement project team at Natures Selection Foods that delivered over \$400,000 in savings for flexible packaging procurement for the business.
- In 2007 at Natures Selection foods successfully negotiated an 8 figure supply contract with Kellogg's Australia for the third year running.
- Leading a sales team at Transmed in Dubai that trebled foodservice sales volume between 2002 and 2004.

CAREER SUMMARY

Sep 2018 – Nov 2018	Topmeal Food Ingredients Contract role	AUSTRALIA
Aug 2017 – Nov 2017	Mann & Noble Contract role	AUSTRALIA
2010 – Nov 2016	FRUITMARK Trading Manager Ingredients	AUSTRALIA
2009 – 2010	Contract Sales and Marketing roles	AUSTRALIA

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2007 – 2008	CEREFORM National Business Development Manager	AUSTRALIA
2005 - 2007	NATURES SELECTION FOODS National Business Manager	AUSTRALIA
2001 – 2004	TRANSMED OVERSEAS National Foodservice Manager	UNITED ARAB EMIRATES
1998 – 2001	MENU MASTER National Marketing Manager	AUSTRALIA
1994 – 1998	GOODMAN FIELDER FOOD SERVICES National Marketing Manager	AUSTRALIA
1989 – 1994	EOI FOODS Group Product manager	AUSTRALIA/UK

TERTIARY EDUCATION

1980	Hawkesbury Agricultural College Bachelor of Applied Science – Food Technology	AUSTRALIA
1989	Nepean College of Advanced Education Bachelor of Business - Marketing	AUSTRALIA

CAREER DETAIL

Sep 2018 – present	Topmeal Food Ingredient Contract role	AUSTRALIA
	<p>Topmeal Food Ingredients is a start-up business. They produce dry blended ingredients for the Smallgoods, Kebab and chicken processing industries.</p> <p>I spent two months exploring the market via direct calls to customers to secure a foothold in this competitive sector.</p>	
Aug 2017 – Nov 2017	M&N Commercial 3 month Contract role	AUSTRALIA
	<p>M&N Commercial are in the business of supplying materials handling equipment.</p> <p>I have been assigned the task of working on SOP's and other projects within the business to help deliver more positive customer outcomes than presently exist.</p>	
Nov 2010 – Nov 2016	FRUITMARK Trading Manager, Ingredients	AUSTRALIA

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Fruitmark is a trading company, owned by Turners and Growers NZ. We supply fruit products into all sectors of the Australian food industry.

Reporting to the General Manager, my responsibility is to build sales and distribution of our New Zealand produced apple products into the foodservice and industrial sectors across Australia

- Built national supplier status with Countrywide, NAFDA, CFA group, and PFD foodservice. All new business.
- Established a new product platform that will transform the business over the next two years.
- Set up a brokerage network across Australia, where none existed.
- Renegotiated supply contracts with major customer successfully for 5 years.

Reason for leaving – health complications post-surgery.

April 2010 – Oct 2010 **HOME BUSH CAKES** AUSTRALIA
Contract Sales and Marketing Manager

Homebush Cakes is a family owned bakery business supplying baked product into Sydney and national customers on a limited basis.

Reporting to the owner, I was bought into the business to develop a sales strategy for coming years and build opportunities with major accounts.

- Sales strategy completed and approved.
- Opened up \$500k opportunity with Gate Gourmet
- Opened up a new channel with major growth potential

Reason for leaving – contract period ended

May 2009 – April 2010 **RAPID CONSTRUCTION** AUSTRALIA
Contract Business Development Manager

Rapid Construction is a medium sized building and facilities maintenance business which operates within the Sydney region

Reporting to the Managing Director, and working on a contract basis, I was given the task of building business opportunities with new clients.

- I secured over \$50 million in new business opportunities, primarily via the BER school program.
- I have set up a client contact base which provides simple and effective tracking of new business opportunities
- Established Rapid Construction on panels for Energy Australia, Kmart, and Aldi and with a number of architects.

Reason for leaving – contract period ended

Nov 2007 – Nov 2008 **CEREFORM** AUSTRALIA
National Business Development Manager

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Cereform is the bakery ingredients division of George Weston Foods, operating in the bakery, industrial and foodservice markets in Australia. Turnover approx \$60M

As Business Development Manager, reporting to the Sales Director, I had responsibility for export, new business and industrial food accounts. I also chaired the innovation team meetings.

- Written the strategic plan for the next 3 years.
- Exceeded export budgeted sales for F08.
- Revised the innovation process to develop project priority and introduced stage gate review processes.
- Cold called major accounts, opening dialogue and developing product introduction programs where none had existed. Est. business value \$3M+

Reason for leaving – business reorganisation facilitated redundancy.

Jul 2005 – Aug 2007 **NATURE'S SELECTION FOODS** AUSTRALIA
National Business Manager

Natures Selection Foods operates in the retail, industrial and foodservice markets as a contract supplier of fruits nuts and premixes, while also marketing its own brands within these segments. Turnover approx \$50M

As National Business Manager – Contract, Industrial and Foodservice, and reporting to the Managing Director, my responsibility is to lead the business through a period of transition in 2005 and develop strategy to grow the business through the coming years. Results included

- Delivered over \$7 million worth of new product opportunities to the business in 2007.
- Maintained A class supplier rating with Kellogg's Australia
- Maintained all current customers and introduced a major Fast Food chain to the business in the face of poor DIFOT performance
- Successful retention of multi-million dollar contracts with major account in the face of significant competitive influences.

Reason for leaving – ongoing business losses resulted in redundancy.

2005 Feb – June 2005 **FRESH FOOD SOLUTIONS** AUSTRALIA
Contract BDM

After returning from the United Arab Emirates, I started work at FFS in February 2005 on a contract basis. Reporting to the Managing Director, and supported by the key account manager, the objective was to promptly build new business opportunities as well as review relevant business processes. During this time –

- Boosted sales running rate by 25%
- Established NPD process where none existed reorganised order entry and complaint procedures.
- Re-secured QANTAS supply contract worth \$1M pa

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Reason for leaving – contract period ended

2001 – 2004 **TRANSMED OVERSEAS** UAE
National Foodservice Manager

Transmed Overseas is one of the largest FMCG distributors in the United Arab Emirates, representing principals such as Proctor & Gamble, Mars and McCain. Turnover approx. \$250M

Reporting to the General Manager I was responsible for the set-up, sales, product sourcing, customer acquisition and profitability of the newly created foodservice operation, as well as 4 sales staff.

Built the McCain frozen product sales from zero to 60,000 cases annualised in 18 months.

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- Secured business with international restaurant chains Chilis and Burger King worth almost AED900,000 pa
- Established Transmed as a long term, profitable player in the foodservice market in the United Arab Emirates

Reason for leaving – returned to Australia as eldest daughter was starting year 11.

1998 – 2001 **MENU MASTER** AUSTRALIA
National Marketing Manager

Menu Master is the foodservice division of Cerebos Australia, owner of brands such as Gravox, Fountain and Mocopan. Turnover approx \$40M

Reporting to the General Manager and responsible for the design and implementation of marketing strategy, innovation (internally and externally sourced products), sales promotion program, range rationalisation and forecasting.

- Created the Fountain Sauce Station, a new system for administering sauce at major events – Sydney Royal Easter Show, Telstra Stadium
- Effectively re-established the marketing function within the business, the task I was employed to achieve.
- Established an NPD process, where none existed.

Reason for leaving – to take up new opportunity in Dubai

1994 – 1998 **GOODMAN FIELDER FOOD SERVICES**
National Marketing Manager

GF Food Services is the food service division of Australia's largest food company Goodman Fielder. Turnover approx. \$150M

Reporting to the General Manager and responsible for new product development program, promotional and advertising campaigns, trade exhibitions and two product managers

- Rated the best marketing manager in seven years by the state sales managers at the 1997 state manager's conference.

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- Successfully launched the most expensive frying oil in the Australian foodservice market, with annualised sales of over \$1,000,000 in year three
- Trained 2 account executives, with no marketing experience, to become successful product managers.

Reason for leaving – to work in a smaller, more dynamic business.

1989 – 1994

EOI FOODS – a division of Unilever Australia Group Product Manager/Innovation Manager

EOI Foods was the fats and oils bakery and foodservice division of the Unilever Australia business, with a turnover of approximately \$70M

I joined as a Product Manager, was promoted within 6 months to Group Product Manager, seconded to the UK for 18 months, and returned to the role of Innovation Manager, reporting to the Managing Director.

- First marketing team member to be transferred to an international posting
- Developed and ran the most successful marketing campaign ever for the biggest brand in the business
- Led a successful test market which led to the acquisition of the van den Bergh's frozen bakery business in 1994.

Reason for leaving – ongoing business losses resulted in redundancy.

1985 – 1989

MAURI FOODS Product Manager

Mauri Foods was the ingredients division of the Burns Philp Foods business. I reported to the Group Marketing Manager. Business turnover was \$12M

Reason for leaving – to join one of the world's largest food businesses.

1980 -1985

GARTERLL WHITE – a division of GWF Management Trainee/ Production and QA supervisor

Gartrell White was a major bakery producing pies, cake and broad range pastry lines for supermarkets, with brands such as Top Taste and Big Ben.

Reason for leaving – to start my marketing career.