




Adam Beckett

Principal at Xenos Business Development Ltd.

 Bristol, UK

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Languages

German

Portuguese

About

An International Sales and Marketing Director with a proven track record of developing dynamic businesses through organic and acquisitive growth. Strategy-developer and problem-solver. Highly-developed cultural understanding across diverse businesses in Global FMCG Organizations. Tri-lingual.

Specialties:

Strategy Development

Business Unit Management

International Sales Management

International Marketing Management

Proposition development

Brand development

Media Planning

Category Management

CRM

Multi-lingual - English/German/Portuguese

BRANDS WORKED WITH

Cyden

Xenos Business Development Ltd

Church & Dwight Co., Inc.

Glanbia

Bang and Olufsen

CG&P

Wella Company

Scholl Consumer Products

IGD

Experience



● International Business Manager (Interim)

Cyden | Jun 2023 - Jan 2024

Helped Cyden to streamline distributor base across Asia and Middle East. Put in place new distributor-management processes (JBP's, reviews etc). Managed Rest-of-World distributor business, helping to on-board and coach permanent manager to take over the role.

● Principal

Xenos Business Development Ltd | May 2021 -

Xenos Business Development Ltd. specialises in helping SME's in the beauty, personal care and consumer health spaces to expand their international footprint. We build your international presence from A-Z Clients include brands in the areas of Cosmetics, Oral Care, Skincare, Bodycare and Sports Nutrition.

● Global Markets Group EMEA, Regional Director

Church & Dwight Co., Inc. | Mar 2019 - Apr 2021

Skills: Market Analysis · Executive Management · Key Account Development · Sales Processes · Sales Strategy · Negotiation

● Export Director EMEA

Church & Dwight Co., Inc. | Jan 2017 - Mar 2019

Management of all non-subsidiary markets across EMEA.



● Commercial Director

Glanbia | Mar 2014 - Dec 2016

Responsible for 4 in-market Business Units across Western Europe and Export Sales Unit based out of Middle East



● Commercial Director - Glanbia Performance Nutrition EMEA

Glanbia | Dec 2012 - Mar 2014



- **Commercial Director EMEA (Optimum Nutrition)**

Glanbia | Apr 2009 - Dec 2012

Optimum Nutrition is the branded sports nutrition division of Glanbia Plc.

- **Director Of Marketing - Europe Region West**

Bang and Olufsen | Feb 2008 - Nov 2008

Responsible for all marketing activities ATL/BTL in UK, Rol and Benelux managing a team in 6 in UK and Netherlands.

- **Marketing Director UK**

CG&P | Feb 2005 - Dec 2007

Reponsible for all UK Marketing as well as product development and sourcing for a large range of pet and garden durables.

Responsible for a team of 12, including a sourcing manager based in China.

- **Divisional Director (Country Manager)**

Wella Company | Jan 2002 - Dec 2004

Business Unit Director for the Consumer Division of Wella in Portugal. Full local P&L responsibility, managing a team of 22 across sales, marketing and admin support.

- **Regional Marketing Manager - Western Europe**

Wella Company | Jan 2000 - Jan 2002

Marketing/business support unit for 11 counties. Link between the international marketing group and the country operations.

Marketing management of all non-global brands within the Western European region.

2 reports

- **Business Development Manager - Export**

Wella Company | Jan 1999 - Jan 2000

Marketing and Trade Marketing support to Wella's appointed distributors in the Middle East

- **Group Product Manager**

Wella Company | Aug 1997 - Dec 1998

Responsible for the Wella corporate brand in the consumer space. Developing predominantly BTL and PR programmes for global implementation

- **Trade Marketing Controller (UK)**

Wella Company | Apr 1995 - Aug 1997

Responsible for all Trade Marketing (promotions, PoS, premiums) through key customers (Boots, Superdrug and top grocers).

Category Management and space planning function

Team of 7

- **Trade Merchandising Manager (UK)**

Wella Company | Aug 1994 - Apr 1995

Responsible for Category Management programme

- **Trade Marketing Manager**

Scholl Consumer Products | Jan 1992 - Aug 1994

Responsible for all Trade Marketing activity across top accounts

2 reports

- **Merchandising Manager**

Scholl Consumer Products | Nov 1990 - Jan 1992

Responsible for all PoS and Category Management activity

● **Research Officer**

IGD | Sep 1988 - Nov 1990

Describe your position

Education & Training

1984 - 1988

● **Brunel University London**

BSc Hons,