

MADS BURMESTER

executive summary

For twenty-five years I have been working around the world in management, sales, marketing and logistic within the FMCG business. I specialize in strategic business development, launching products, breaking into new markets and building strong local teams.

I am an expert in both long-term and short-term sales, marketing and supply chain processes, and have created very successful strategies with my regional and local teams. I have operational, tactical, and strategic experience in both On & Off Trade, digital management & marketing, Trade Marketing, Brand Marketing as well as project work.

I have been working with dairy products, beer, soft drinks, spirits and wines on an operational, tactical, and strategic level within the whole value chain and have been leading strategic corporations and JVs with major brands like Arla, Carlsberg, Coca-Cola, Pepsi Co, Diageo and Bacardi across Asia, Africa and Europe.

career highlights

BIDCORO/CO-RO A/S (EAST AFRICA)

Managing Director/ COO

April 2019 – present

Managing Director for Co-Ro A/S in Africa and COO for the beverage JV between Co-Ro A/S and BIDCO Africa Ltd in East Africa, based in Kenya. (130 employees in total).

Accomplishments

I planned, executed, and managed a full turnaround of the business through my new three-year strategy plan. First year top-line improvement is 50%, bottom line improvement is 75%, with all planned KPI's.

Numbers indicate 2021 will be the best year in the company's history. The strategy plan is on track and the company is now exporting to more than 25 markets in Africa, Europe & Asia.

I have driven Excellence Programs in all parts of the value chain and by establishing a comprehensive and effective innovation agenda, I have contributed significantly to the strong growth of the business.

I also established new strong partnerships in Uganda, Rwanda, Tanzania & Ethiopia by setting up new networks driven by motivated and ambitious distributors.

ARLA AMBA (NIGERIA, GHANA, TOGO, BENIN)

Managing Director

2015 – April 2019

Responsible for setting up and operating the biggest milk powder plant of Arla, a multinational cooperative based in Denmark, who is the largest producer of dairy products in Scandinavia.

I increased our market share with 50% within the first 12 months and took the company to the number 2 spot in the Powdered Milk category with a market share of over 20% in 2017, making us the fastest growing FMCG company in Nigeria and within Arla Foods Amba. Revenue in 2017 was up with 75% versus 2016 and profit was up by 100%.

In 2018, we were selected as the best-performing company within the Arla group, taking our business beyond the 100 m.EU revenue benchmark.

CARLSBERG (TAIWAN)

Managing Director

2011 – 2015

Responsible for developing Carlsberg Taiwan into a growing business with a sustainable profit, volume, and significant market share growth.

Accomplishments

I achieved a 100% turnaround, driving the business from a five-year loss-making platform to a positive profit, making the company profitable in 2013 with a revenue of over 25m USD.

I made Carlsberg the fastest-growing beer and cider company in Taiwan in both 2013 and 2014, with our Kronenbourg 1664 beer and Somersby cider becoming the fastest growing brands within their categories. I took the company from a 0,5% market share in imported beer in 2011 to 8% in 2014. My success was driven by my premium/niche beer & cider strategy, which I designed for a market dominated by a single international market leader as well as strong local brands.

CARLSBERG (MALAWI)

Group Commercial Director

2009– 2011

Responsible for 500 employees in Sales, Logistic, Marketing, Trade marketing and Communication/PR/CSR.

Accomplishments

In charge of the ComEx in Malawi, the strategic planning for the whole company, and the tactical and strategic cooperation with Coca Cola in the region. Successful implementation of Commercial Excellent (ComEx) and new RTM / Logistic strategies.

I raised the Average Profit growth to more than 50% , with an average volume growth of more than 30%, earning me the national Manager of the Year award in 2009 and 2010. I was also nominated for the best performing Coca Cola Bottler worldwide in 2009 and 2010.

I increased our market share in all beverage categories: beer, soft drinks, spirits and water.

Group Sales Director

2007– 2008

Developed and implemented a new combined sales, logistic and marketing department. Responsible for the strategy process for the whole company and the implementation of our *Must Win Battle* culture.

My execution took us from a negative volume development in 2006 to more than 20% growth in 2007 and 40% growth in 2008 by successful implementing strategic planning and thinking across all levels within the company. I also initiated, development & implemented a new RTM & Distributor setup across Malawi and exports to Zambia & Mozambique.

CARLSBERG (CAMBODIA)

Commercial Director

2005– 2006

Responsible for the establishment of a commercial organization that focused on strategy, profits, and brands (600 employees). I was also appointed board member of Cambrew Ltd. Build and began the implementation of a new strategy platform for the company. The launch of our new packs secured a 35% volume and 50% profit growth.

TUBORG (DENMARK)

Brand Manager 2004– 2005

Responsible for the brand marketing of the Tuborg portfolio and Tuborg.dk. I devised and implemented the two major Tuborg brand rollouts in 2004 and 2005, developed Tuborg.dk and introduced the sale of music through Tuborg.dk in cooperation with MSN.

CARLSBERG (DENMARK)

Sales Director for Carlsberg in Denmark 2002– 2004

Responsible for 165 staff members and a turnover of 1.8 billion DKK in Off Trade as well as Convenience. Project manager for the merger of Carlsberg and Coca Cola (sales and marketing). Project implementation process included 600 people and a turnover of 4.5 billion DKK.

National Sales manager for Convenience 2000/2002

Project manager for joint trade conditions for Carlsberg and Coca Cola. Project implementation process lasted 12 months and involved a turnover of more than 100 million DKK.

Project manager for the integration of logistics of Carlsberg and Coca Cola. Trainer of consultants and mid-level managers in sales and management.

National Sales Manager for Carlsberg in Denmark 1999/2000

Responsible for 6 regions and 250 employees in both On and Off Trades. Member of the steering committee on the merger of Carlsberg and Tuborg (sales and marketing). Responsible for developing new sales management tools.

Regional manager for Carlsberg (On and Off Trades) 1998/1999

District manager for Carlsberg (On and Off Trades) 1997/1998

Trade Marketing consultant in Carlsberg 1996/1997

DANSK SUPERMARKED A/Z (DENMARK)

Deputy Manager 1995/1996

Responsible for 450 employees and for the education of trainees.

key strengths

Extensive experience with all aspects of general management in both SME and multinational organizations in both domestic and foreign environments with different cultures and social norms.

Excels at turnarounds, and development/phase-out situations, including the handling of delicate situations such as trade union negotiations, layoffs, hiring, etc.

Great motivator of teams during challenging periods of recovery, recession, and fast growth, when an extraordinary effort is required from all team members.

Builder of networks and strong business relationships with distributors, wholesalers, and other stakeholders in markets in Africa, Asia, and Europe.

Thorough understanding of the process of optimization of operating budgets and capital budgets, with a strong focus on value management.

my affirmations

My career has been built around a single desire that I had since I was a child: to have an interesting, challenging life that would make a difference. The key word here is "challenging".

I would like to think that I set the bar very high for myself, and that I am capable of staying cool, focused, and collected in situations where the odds seem overwhelmingly against success, and where others simply would give up.

I never give up. I am a builder of teams, of bridges, of new roads. I love the challenge, I love people, I love to travel, I love my work and, to be honest, I love to win.

education

UNIVERSITIES

2004/2006	Bachelor's degree in organization & strategic management
2002/2004	Bachelor's degree in international commerce & marketing
2000/2002	Commercial diploma degree in 4 subjects (Bachelor level) – project management, cross-curricular studies, business economics studies, and strategic planning.
1991	Higher commercial course at Handelsskolen (commercial school) in Aalborg.

COURSES AND TRAINING

2016/2017	IE business School in Spain
2008/2010	Carlsberg Top International Talent Program
2004/2005	IAA Master Class in marketing
2004	KUP (career developing program)
2001	Management developing program at Carlsberg
1995	Management education at Dansk Supermarket

personal details

DOB	December 1, 1968 (Aalborg, Denmark)
Status	Married, two children