

## Executive Profile Summary



**Stephen Murphy**

Warsaw  
Poland



+480000000000

My career spans 30+ years in globally renowned companies - 20 years in Procter & Gamble, then Coca-Cola Inchcape Bottlers, Reckitt Benckiser and PZ Cussons. I've held senior Sales, Marketing and General Management positions with each of these companies and have lived and operated in the UK, Greece, Morocco, Tunisia, Yemen, Russia and Poland. Now living in Poland, I am:

- An Executive Coach & Mentor - Accredited by EMCC at Master Practitioner level. I coach and mentor senior management, individually and in teams, towards greater self-awareness and operational impact. Sectors include FMCG, Insurance, Banking, Software, Legal, Engineering, Logistics and Chemicals. I'm also a Coach Supervisor and an elected Board Member of EMCC Poland.
- A Consultant, using my corporate experience to help businesses, locally and regionally, needing to grow faster and more profitably.
- A Trainer, certified to deliver the Positive Power & Influence Program (PPIP), with the license for Poland. I am also a Faculty member of the Academy of Executive Coaching, delivering coach development programmes in China and Germany.

## Objective

Social Impression Assignment SPN

## Career History with Focus on Marketing Elements

### Partner

**Clarity Consulting s.c.**

Present

2008

Developed and marketed a new business from scratch. Established specialist consulting and coaching focus, delivering comprehensive solutions in a range of industry sectors including FMCG, insurance, banking, software, legal, engineering, packaging, logistics and chemical industry across Central Europe, UK and Asia. Major achievements include:

- Advising private equity investors on new launch opportunities in Central Europe
- Establishing new franchise coaching business in China, providing professional courses and senior leadership coaching and mentoring.
- Senior management and leadership team initiatives, to build individual and corporate effectiveness.

### Managing Director (C&EE)

**PZ Cussons**

2008

2001

Responsible for taking a significant loss making business into double-digit profit margins. Completely relaunched, refocused and rationalised brand range. Developed winning brand positions to take share from major competitors. Also initiated significant marketing and sales initiatives across regional businesses. Major achievements include:

- Led loss-making Central and East European FMCG business into profit for the first time.
- Delivered market leadership shares in 2 core categories within Poland and a viable £100mm turnover, with double-digit profitability, across many Central & East European countries.
- Developed and implemented marketing strategies and plans, re-launching and growing 2 core local brands, leading divestment of non-strategic business and reinvesting marketing behind winning ideas.
- Built Russia and Ukraine business and grew export operations through Central and Eastern Europe.

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**General Manager (Poland)**  
**Reckitt Benckiser**



Realigned structured and harmonised operations after period of organisational instability. Built turnover (+12ppts against budget) to £150 million, increasing profits (+13ppts) and overall market share (+0.8ppts) Key focus was on developing strong marketing strategies, entry plans and ongoing competitive support.

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**General Manager (Russia)**  
**Coca-Cola Inchcape Bottlers**



Developed new Coca-Cola Bottler's manufacturing, sales and distribution operation in Central Russia. Main focus was on sales distribution and local marketing activities, personalised to the region.

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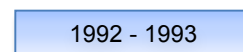
**Country Manager (Yemen)**  
**Procter & Gamble**



Established P&G business in the Yemen from inception. Responsible for delivering factory construction, recruiting management and staffing the organisation. Built strong relationship with local joint venture partner and developed a strong sales and marketing plan, building the business to booklet targets.

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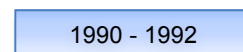
**Marketing Director (Morocco)**  
**Procter & Gamble**



Promoted to regenerate business growth in a mature market. Grew turnover from \$80mm – \$100mm in 2 years. Built 4 existing categories to record high market shares & successfully launched 3 new categories.

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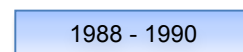
**Marketing Manager (Greece)**  
**Procter & Gamble**



Broadening assignment, reporting to General Manager. Grew turnover from \$25mm - \$32mm in 2 years. Delivered continued market share growth in 3 categories, via focus on marketing essentials.

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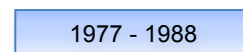
**Brand Management (Ariel UK)**  
**Procter & Gamble**



Managing the Ariel UK, as a longer-term career development role to General Management.

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**Sales Management (UK)**  
**Procter & Gamble**



Various assignments from Sales Representative through to UK National Key Accounts Division Manager.

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## Relevant Skills and Professional Qualifications

### Skills

- Marketing Leadership
- Strategic Brand Leadership
- Organisational Alignment
- Team Development
- Corporate Identity
- PR/ External Communications
- Training, Coaching and Mentoring
- Multinational Expertise
- Multicultural Career

### Qualifications

Degree	BA (Hons) History, University of London Advanced Practitioner Diploma in Executive Coaching (2010)
Other	Master Practitioner Diploma in Executive Coaching (2011) Coaching Supervision Diploma (2011)

## Personal Information

**Memberships:** European Mentoring & Coaching Council (EMCC) - Master Practitioner Accredited (2013), Board Member, EMCC Poland; Faculty Member of the Academy of Executive Coaching

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**Languages:** English; Polish; French

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**Interests:** Qualified Spinning Instructor

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**Website:**

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**Skype:**

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<https://www.linkedin.com/pub/steve-murphy/3/820/b11>

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