

MARTIN H. FRECH, MBA

PROFILE

Skilled, globally capable director (dual U.S.- and German citizen) with more than 9 years of experience across FMCG companies in revenue growth, operational cost savings and corporate- and sales strategy. Expertise across North America, Asia and Europe in the following areas:

- Sales and marketing- and consumer strategy
- Customer development
- Revenue growth in developed and developing markets
- Cost reduction / organizational design
- Strategy planning and execution
- Pricing and trade terms.

PROFESSIONAL EXPERIENCE

Accenture

1/2002 to present

Director with progressive assignments and continuous increase of responsibility. Successfully delivered millions of dollars in sales for major brands. Full P&L responsibility, client feedback consistently in top percentile, consistently ranked in top 5% of peers. Worked with clients such as Unilever, P&G, PepsiCo, Colgate-Palmolive, Johnson & Johnson, Kraft and McDonald's. Titles held as follows:

Director (based in Singapore and previously in Shanghai, China)

10/2009 to present

Responsible for FMCG clients in South-East Asia, Australia and Korea; developed and lead Consumer Goods Innovation Center, Accenture's single largest investment in Asia-Pacific; full P&L responsibility, budget equivalent of > \$4 million in fees. Selected as one of 18 individuals globally for FMCG leadership program. Topics included distribution channel strategy (> \$140 m value), market entry and pricing- and trade terms. Sample projects:

Leading international consumer goods manufacturer (HPC)

Project lead/manager: Led team responsible for developing and implementing new pricing- and trade terms structure. New collaborative structure drives significant benefits for both the manufacturer and retail organizations.

Leading international consumer goods manufacturer (HPC)

Project lead/manager: Managed team responsible for developing wide-ranging set of procedures, tools and methods for improvement of sales processes and customer relationships, resulting in an additional EBIT of ca. \$4.2 million annually.

Leading international consumer goods manufacturer (snack foods)

Project lead/manager: Assessed the potential of redesigned sales concept to distributors and end customers through various channels (value more than \$140 million p.a.); project included detailed analysis of operations and distributors, and the derivation of further information such as required storage, stock value and further retail opportunities.

Manager (based in Munich, Germany and from 6/2007 in Shanghai, China)

10/2006 – 9/2009

Responsible for client relationship. Topics included pricing- and trade terms optimization (nationwide scope), pan-European logistics / distribution optimization (~ \$580 m value) and procurement optimization (~ \$21 m savings p.a.).

Sample projects:

Top worldwide fast-food chain (QSR)

Team lead: Responsible for workstream assessing current distribution system; developed future logistics- and distribution structure for all of Europe (\$580 m value); developed detailed business case for improvement opportunities.

Leading international retailer (catalog sales)

Project lead/manager: Responsible for conducting extensive portfolio review and supplier consolidation/renegotiation. Scope of project covered multiple international locations; 6-month project achieved same-year savings exceeding \$21m.

Consultant (based in Munich, Germany)

10/2003 – 9/2006

Full responsibility for projects and overall client. Topics included market growth, retailer turnaround program (~ \$126 m in benefits), distribution strategy and cost reduction. Sample project:

Large retailer (hard discount)

Team lead: Created thorough assessment of operational efficiency improvement opportunities including strategic options for supply chain; activities also covered mid- and long-term market outlook and turnaround program outline. Detailed more than \$126 m p.a. in sustainable operational improvement savings, plus > \$140 million p.a. in sales increase measures.

Business analyst (based in Munich, Germany)

1/2002 – 9/2003

Completed consumer goods projects across Western Europe. Topics included customer insight and marketing analytics.

Sample project:

Leading international consumer goods manufacturer

Analyst: Cleansed and evaluated retail scan data for market- and brand potential study. Developed coupon strategy.

Lanuza Bay Development Alliance, Cantilan, Philippines

3/2005 – 10/2005

Strategy- and economic development advisor: Selected from >250 individuals volunteering for pro-bono projects in developing countries. Served as advisor to local government; raised > \$768,000.- of foreign direct investment for the area.

Procter & Gamble, Minneapolis, Minnesota, USA 6/2000 – 8/2000

Intern: Performed category review for Snacks segment, defining section strategy for following year. Worked with VP Wholesale to define overall channel strategy goals for 2001. Sole company representative and consultant to corporate customers representing \$54 million business. Received full-time offer.

Droege & Company Singapore Management Consulting Pte Ltd, Singapore 5/1999 – 7/1999

Intern: Authored and coordinated Asia-wide survey “Benchmarking Asia 1999” with more than 3,000 participants. Completed study on time and below budget.

KPMG Consulting GmbH, Frankfurt, Germany 8/1998 – 5/1999

Junior consultant (10/1998 – 5/1999), Intern (8/1998 – 9/1998): Implemented web-based SAP R/3 applications.

Haselmann Consulting GmbH, Kronberg, Germany 2/1998 – 6/1998

Trainee: Part of team analyzing Greek government airport privatization. Developed profit estimation models.

Cap Gemini Consulting GmbH, Bad Homburg, Germany 12/1997 – 2/1998

Intern: Co-authored and conducted government research program with top one hundred companies in Frankfurt region.

Deutsche Bank AG, Frankfurt, Germany 8/1994 – 7/1998

Associate (11/1996 – 7/1998), Intern (7/1996 – 9/1996), Apprentice (8/1994 – 7/1996): Received certification from Frankfurt Chamber of Commerce for work in retail, corporate banking in apprenticeship. Co-managed corporate Intranet in public relations and employee communication departments.

EDUCATION

Harvard Business School, Boston, MA, USA 06/2008

Executive education: Strategic Marketing Management

University of Iowa, Iowa City, USA 8/1999 – 12/2000

MBA summa cum laude; Top 5% of class. GPA 4.0 / 4.0. Concentrations: Strategic Management Consulting, MIS. Teaching Assistant: Economics, MIS (8/1999 – 12/2000). German government scholarship, MBA scholarship.

University of Frankfurt, Germany 10/1996 – 9/2001

Masters in economics with honors (1.6); Top 5% of class. Concentrations: Economic value creation, MIS. Graduate Assistant: MIS department (4/1998 – 5/1999).

LEADERSHIP EXPERIENCE

Industry association: China Food & Beverage summit 12/2008 – 08/2010

Chairman, speaker: topics include innovation and marketing in a downturn and consumer / shopper trends.

MBA Association Vice President: Developed, managed community service activities. 11/1999 – 12/2000

Market Team (Germany’s largest professional student organization) 10/1996 – 8/1999

President: Tripled membership of Frankfurt chapter within two months. Drove annual chapter revenue from 0 to \$17,000.

SKILLS / ACTIVITIES

Publications: Consumer Products Trends in Emerging Markets (white paper, 3/2011), Fueling growth through product innovation (speech at China National Food Industry Association conference 2009), Consumption in China (interview by Nick Black, Concerto Marketing, 2009), How to thrive in a crisis as a FMCG company in China (key note at China Food and Beverage summit, 12/2008), studies on new product innovation in APAC (2/2008), China retail trends (4/2008), German dairy market (3/2005) and others.

Active member:

Executive board member ECR Asia Since 6/2010
Jury member in business case competitions Since 11/2004
Toastmasters (charter member Iowa City) Since 8/1999

Civil servant: 7/1993 – 7/1994

Mandatory one-year government service. Tending to the elderly at the Red Cross in Friedberg, Germany.

Languages: Fluent German and English. Elementary Mandarin and Spanish.