



POSITION PROFILE

Finance Director, Food
& Beverage Division



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Hero Brands is a highly successful, family-owned multifaceted business, responding to emerging consumer trends and building fast-casual brands of the future. With a network of experienced multi-unit franchise operators, they can move at pace and quickly launch brands to a global consumer audience. All their brands have been chosen and developed to offer quality and innovation to a diverse and discerning global audience.

Headquartered in East Kilbride, the Food & Beverage division currently operates across 4 main brands with the portfolio set to expand over the next 12 to 18 months. The most well-known brand is German Doner Kebab which has taken Europe and the Middle East by storm with restaurants thriving in the UK, Europe, Middle East with rapid expansion targeted across numerous new territories including the recent openings in North America. The UK trading operation is owned and managed by United Brands Ltd, the master franchise holder for GDK in the UK and has seen significant growth over the past 2 years with a further 78 locations set to open this year.



Fast-casual brand that has taken Europe and the Middle East by storm. Restaurants are thriving in the UK, Europe and the Middle East, and rapid expansion plans are becoming a reality, with new openings in North America

Offering a packed menu, full of fulfilling, tasty salad options, our expansive range goes a long way to ensuring your breakfast, lunch or dinner is everything you wanted... and more.



Healthy grab and go Poké bowl concept offering fresh Pacific flavours. Our bowls are customisable and can be delivered in 1 minute or less, meaning they're perfect for travel customers wanting flavour packed nutritious food.

Sides by Sidemen – a collaboration between Hero Brands and Sidemen – Europe's biggest YouTube collective. Fried Chicken with seven unique Sauces.





The Food & Beverage Division of Hero Brands is currently undergoing a period of sustained growth across all division of its portfolio and is seeking an experienced and commercial Financial Director to play a key role in supporting / driving the growth ambitions of the Food & Beverage Division. This is an exceptional opportunity to join a commercially focussed, growing business which is leading the way in its field.

This role will suit a highly motivated senior finance profession, someone who is a self-starter, driven by the growth and the challenge that this role presents. The successful candidate will be someone who commands respect and can operate effectively across all levels of the business. They will also be able to influence at all levels both internally and externally, acting as a key contact for the banks, auditors and other advisors. The role comes with a high degree of autonomy and will require a confident multitasker, who can marry a high level of intelligence with grounded common sense, offering both support and challenge in equal measures.

This is a highly visible role with the successful candidate having overall responsibility for the finance team supporting the demand across the current estate whilst also supporting the projected growth across all sectors. Given the exposure of the position, it is essential that the individual has the ability to build effective and robust working relationships across all departments of the division. The post holder will also possess a strong work ethic and they will be expected to support the strategic ambitions of the Food & Beverage Chief Executive.

While the technical expertise required to ensure success is incredibly important, the position also demands a Finance Director who can act as a change agent, is hugely capable and energetic, and embraces innovation in a fast paced, high growth environment.

Food & Beverage Division

**GERMAN
DONER
KEBAB**

**CHOPP
ALUNA**

**ISLAND
POKÉ**

SIDES





| | |
|--------------------|-------------------------|
| Title: | Finance Director |
| Reports to: | Imran Sayeed, CEO |
| Location: | East Kilbride, Scotland |

The Finance Director, Food & Beverage Division, will be an integral member of the Senior Management Team and report to the Chief Executive.

Key responsibilities will include (but are not limited to):

Accounting, Reporting & Commercial

- Provide guidance and challenge to the Food & Beverage Division senior management teams
- Take ownership for monthly and annual reporting and audit cycles in a timely manner, ensuring that the balance sheets across all companies are accurately managed and a proper level of review / due diligence over accounting practices
- Overall responsibility for intercompany tasks including debit and credit notes, reconciliations, and clearance of out of balances
- Prepare consolidated financial reports for the Board and senior management team
- Consolidate management information including sales reporting, cost and profitability
- Provide a critical viewpoint and challenge over the accounting transactions and financial documents
- Cash-flow management with clear forecasting
- Carry out analysis for new investment opportunities
- Improving business efficiency, profitability and bottom-line performance through active participation in commercial and strategic decision making
- Building budgets and financial plans with key stakeholders
- Improving systems, controls and processes across the business
- Manage compliance with all HMRC rules across Corporate tax, VAT and Payroll
- Meeting all statutory and legal requirements for the business
- Manage the finance team operating across multiple brands and multiple ownership structures
- Partner with the key leadership team members across all divisions ensuring best practice and strong leadership across all financial metrics

Governance & Legal

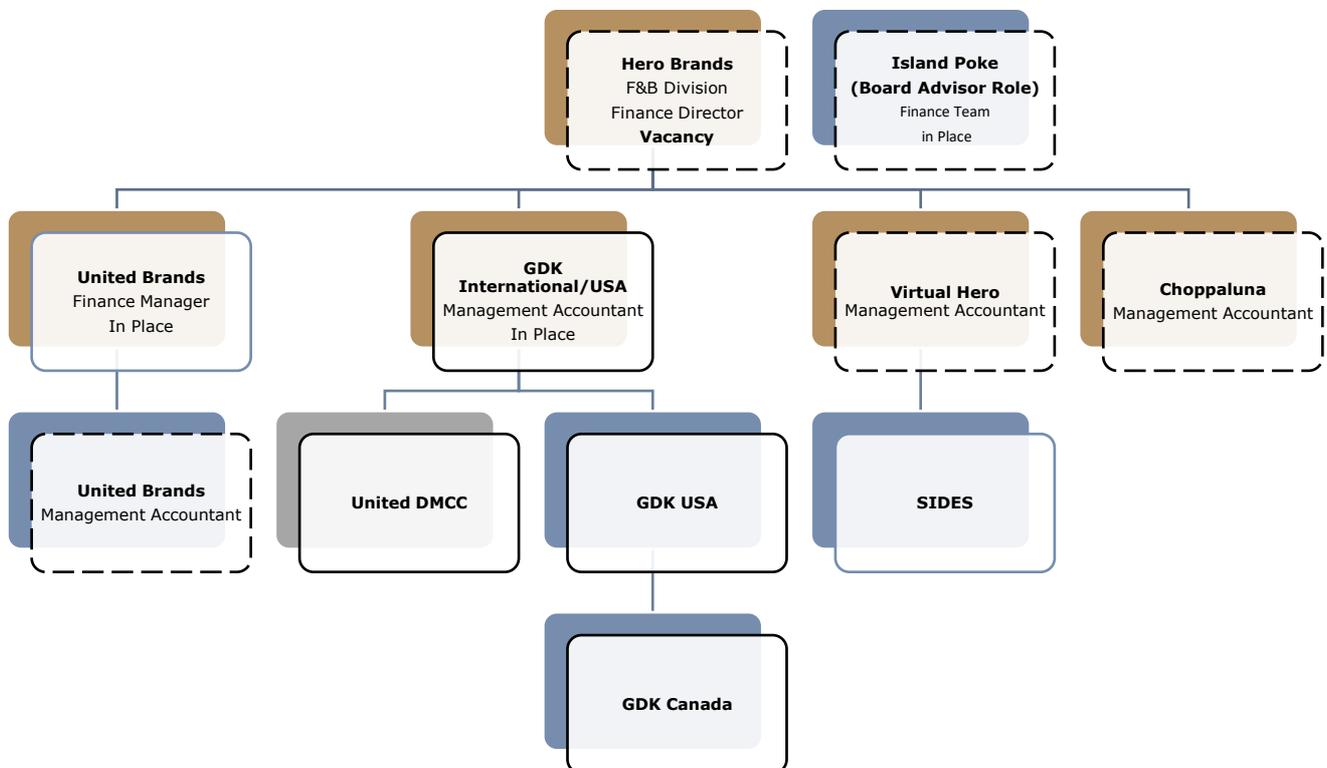
- Company secretarial responsibilities
- Ensure that all relevant regulatory and statutory requirements are fulfilled
- Manage external relationships with bankers, auditors, other professionals, customers and key suppliers



People Management

- Lead, develop and embed a best-in-class finance team mentality across all divisions
- Foster a unified work culture for the Finance department and teams
- Provide overall leadership and influence to both finance and operations teams across all divisions. Firm and persistent when expressing views, but a good listener comfortable changing course if given compelling reasons
- Ensure all members of the team, understand their role, manage the expectations of all business partners and ensure there is continued communication

Organisational Structure





The position requires a confident individual with a keen eye for detail, with strong analytical skills and the ability to liaise with stakeholders across multiple levels of the business. The Finance Director will have the confidence to work directly with the Food & Beverage CEO where required. It is important very important that the individual will also be able to take full ownership of duties and responsibilities of the role.

It is preferable that the individual will have worked in a Food & Beverages or FMCG business where they will have been tasked with working closely with the operations teams across the business to support high levels of growth.

A summary of the key candidate requirements are as follows:

Experience:

- Experience of managing, developing and motivating teams of all levels
- Experience of developing outstanding relationships across the businesses and Executive Team
- A background in organisations or environments with a high degree of complexity and pace
- Previous responsibilities at director level or senior financial controller
- A proven relationship builder with the ability to increase co-operation across departments and sites
- Strong commercial acumen with proven experience of adding value to the bottom line
- Ideally, experience within Food and Beverage or consumer goods environments

Qualifications:

- Degree qualified with a strong academic track record
- Professionally qualified accountant (CA, ACCA, ACMA).
- Knowledgeable on current accounting standards and any proposed changes that are applicable to the business
- Able to demonstrate a proactive approach to CPD
- Other qualifications (e.g. MBA) are advantageous

Skills, Knowledge & Abilities:

- Knowledge of current finance best practice and ability to keep abreast of external developments
- Ability to prioritise and adapt to workload
- Strong analytical, organisational and decision-making skills
- Excellent communication and problem-solving skills with an ability to influence key members of senior management, particularly to increase business efficiency and profitability
- Ability to assess and drive business improvement projects



- Well-developed problem-solving skills combined with business acumen, pragmatism and commercial awareness
- Excellent IT skills in Microsoft and ERP systems

Other Key Characteristics & Behaviours:

- Excellent English language skills, both written and verbal
- Passionate about quality
- Brings energy and motivates teams - someone who gets things done
- Strategic thinker, adaptable, tenacious and resilient
- High levels of drive and personal commitment to achieve success
- Remains calm when under pressure
- Adopts a solution driven focus to problems
- Positive results driven, no nonsense individual
- Strong team player



An attractive financial package with a salary up to £90,000 plus a car allowance of £5,000 is available to the successful individual and will be commensurate with the background and experience required for the role.

For more information on remuneration please contact Mark Lewis at Livingston James.

Contact details are as follows.

T: 07738 732776 or E: marklewis@livingstonjames.com



The Recruitment Process

First stage interviews will be conducted by retained consultant, Mark Lewis of Livingston James.

Second stages will involve meeting the Hero Brands CFO and external Board Advisor.

Third stages will involve meeting the Hero Brands Food & Beverage Chief Executive and Hero Brands CFO.

Final Stages will involve meeting the Chairman of Hero Brands.

All third-party applications, enquiries and direct approaches to Hero Brands will be referred to Livingston James.