



Livingston James



POSITION PROFILE

Chief Financial Officer



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German Doner Kebab (GDK) is the most well-known brand in the Hero Brands portfolio. Headquartered in East Kilbride, Glasgow, GDK has 169 restaurants thriving in the UK, Europe, Middle East & North America. GDK is targeting rapid expansion across the UK and International markets to dominate the kebab category globally. GDK generated £163m system sale and is well positioned to be the dominant #1 kebab brand globally.

GDK's game changing kebabs are made from the highest quality ingredients, with lean cut meats cut fresh to order, and never held overnight, in a signature waffle bread with secret recipe sauces using a unique blend of herbs and spices. With a strong modern brand that resonates well amongst a primary Gen Z audience, GDK has created a genuinely distinctive and aspirational brand brought to life in modern and dynamic restaurant environments.

GDKI is the brand owner of the GDK brand and has appointed United Brands Ltd, as the Master franchise for the UK. Both GDKI and United Brands are wholly owned subsidiaries of Hero Brands.

GDK in the UK has seen significant growth over the last 4 years and has recently opened its 140th restaurant and now indirectly employs more than 3,500 team members. All GDK's UK restaurants are owned and operated by entrepreneurial sub-franchisees. Having established itself as one of the most exciting and most loved QSR brands in the UK, GDK is now looking to take the next step in its growth and has recently announced plans to open another 25 new restaurants in the UK in 2024 and to have over 300 sites in 5 years.

The North American operation is wholly by GDKI. Having opened the first restaurant in 2021, there are now 11 restaurants trading in North America with GDK now looking to make a step change in performance and has recently announced plans to open another 10 new restaurants in North America in 2024 and to have c.200 sites in 5 years.

Beyond North America GDKI has appointed Master Franchisees to operate the brand in the UAE, KSA and Sweden. GDKI is now looking to accelerate performance in its existing international markets and to open up several new international territories. GDK has recently announced plans to have c. 900 sites across 15 markets in 5 years.

Led by the GDKI CEO there is now an experienced Senior Management Team in place to catapult the growth of GDK across the UK and the rest of the globe, supported by a discrete and dedicated support office team of c.40 people. To complete this Senior Management Team a CFO dedicated to GDK is now required.



Values: (S.A.U.C.E)

Special: Elevating a category means we have to give our guests something special. We want to excite our guests at every touchpoint. We are maniacal about quality and will never cut corners – true to our passion for delivering a special-tasting product and special experience every time.

Ambitious: Dominating a category is an ambitious vision. We wake up every single day thinking how we create an economic model that allows great Franchisees to make great levels of return. At all times, and wherever we work in GDK, we strive to get better and better. In doing so, building a dynasty that allows Franchisees, Suppliers and Team Members to fulfil their full potential

Upstanding: Being upstanding means doing what we say we will. We value integrity in each other and always honour our commitments and hold our hand up when we fail to do this. “Done Right” to us also means “Doing The Right Thing” - our actions will hold up to any ethical standard.

Collective: Leveraging the collective strengths and diversity of our teams is essential to fulfilling our ambition. We recognise & cherish our diverse backgrounds and make everyone feel welcome, respected, and valued. We are all part of the GDK Fam and don’t stand on hierarchy, we trust, respect, and treat each other with humility at all times.

Entrepreneurialism: Reinventing a category requires courage and entrepreneurialism. We are prepared to take risks and take big bold decisions to super-charge our performance. In doing so we work hard to create an environment where people aren’t afraid to try something new because we realised the biggest risk is not taking a risk



Title:	Chief Financial Officer (CFO)
Reports to:	Simon Wallis, CEO
HQ Location:	East Kilbride, Scotland

Reporting to the Chief Executive Officer of GDKI the GDK Chief Financial Officer will form part of the UK, International & North America Leadership Teams and will own the business planning and reporting process, ensure the integrity of all transaction processing and financial reporting including the implementation of an appropriate control framework and provide robust analysis to support key business decisions. In addition, the CFO will be accountable for GDK's Company Secretary responsibilities and oversee IT.

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

Accounting, Reporting & Commercial

- Member of the GDKI leadership team
- To lead the businesses' planning and budgetary control processes to ensure accurate and timely financial reporting and forecasting (including P&L, Balance Sheet and Cashflow) for UK, North America and GDKI's International business
- To ensure the integrity and efficiency of transaction processing (including payroll) whilst ensuring adequate financial controls are in operation throughout the business
- To ensure compliance with all local regulatory reporting and tax regulations and lead the external audit process
- To provide robust decision support information to ensure the financial implications and risks are fully understood
- To ensure the business is adequately financed in line with its Business Plan requirements. Manage the businesses relationship with Banks and other sources of finance
- Ensure business systems used by the business (including EPOS) meets the needs of the business and satisfy the data protection policies of the brand
- Support all M&A activity involving GDK
- Leadership of GDK Finance Team



This role will suit a highly motivated senior finance professional; 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.

While the technical expertise required to ensure success is incredibly important, the position also demands a CFO who can act as a change agent, is hugely capable and energetic, and embraces innovation in a fast-paced, high-growth environment. It is preferable that the individual will have a proven track record in a similar multi-site franchise environment, ideally within the Food & Beverages sector.

A summary of the key candidate requirements are as follows:

Experience:

- Degree qualified with a strong academic track record
- Professionally qualified accountant (CA, ACCA, ACMA, etc.)
- Proven experience in a senior finance leadership role, preferably as a CFO or Finance Director
- Strong financial acumen and analytical skills, with the ability to make sound strategic recommendations
- Experience in a related role (Hospitality) and ideally experienced in a franchised system
- Excellent communication and interpersonal skills, with the ability to effectively collaborate and influence internal and external stakeholders
- Strong leadership with the ability to motivate and develop the Finance team
- Knowledge of relevant financial regulations, compliance standards, and reporting requirements in the UK and North America
- Strategic mindset with the ability to think critically and make sound decisions in a dynamic business environment
- Strong ability to multi-task and prioritise multiple projects and requests simultaneously, within a fast-paced, intense, deadline-driven environment
- IFRS and US GAAP knowledge would be ideal

Skills, Knowledge & Abilities:

- Knowledge of current finance best practices 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





Remuneration

An attractive financial package is available to the successful individual and will be commensurate with the background and experience required for the role.

The search and selection process of this assignment is being managed by advising consultant, Mark Lewis, Director at Livingston James, and supported by Harry Thomson



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The Recruitment Process

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

The second stage will involve meeting the Chief Executive Officer GDKI and Chief Finance Officer Hero Brands

Final Stages will involve meeting the Chairman of Hero Brands/GDKI

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

German Doner Kebab is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status or pregnancy and maternity.