

# Taste 4 Success

Skillnet,

## Facing the Future Series

### Webinar 1: Planning for a Changing Consumer and Marketplace

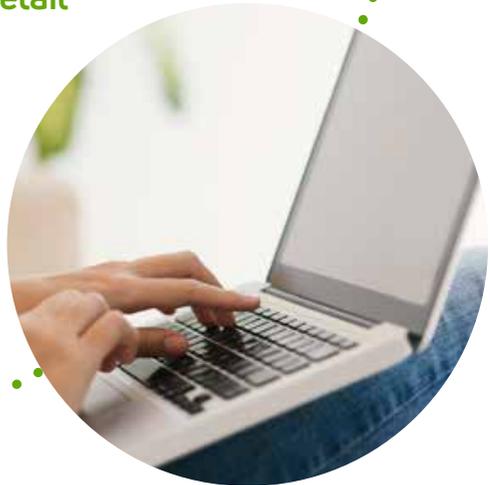
29 October 2020,  
11am-12pm

### Webinar 2: Understanding Retail Buyers and Consumers

5 November 2020,  
11am-12pm

### Webinar 3: Innovation through Leadership

12 November 2020,  
11am-12.10pm



**REBOUND**  
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Safely.



This programme forms part of the ReBound initiative,  
supported by Skillnet Ireland.

[taste4successskillnet.ie](http://taste4successskillnet.ie)



# Planning for a Changing Consumer and Marketplace

**DATE: 29 October 2020, 11am to 12pm**

This is an exciting series of three interactive Business Excellence Webinars aimed at helping small and medium sized food and food manufacturing businesses who are looking for actionable guidance from people who have done it all. This webinar will demonstrate 5 essential ways to advance your business by helping you to focus on future growth and how to plan and prepare using current business tools.

Panel members include well-known FMCG Business Management Consultant Phil O'Sullivan (formerly of Kepak, Heinz, Boots); renowned FMCG expert and Operations Consultant Eamon Howell formerly of Kerry and Musgrave SuperValu Centra Brands; Roisin O'Shea Head of Food and Drink Bank of Ireland (formerly of PepsiCo, Valeo Foods, Carbery, Boyne Valley and Robert Roberts Ltd); Paul Ward Innovation Manager with BIM, and Richard Healy of Rex Consulting (formerly of AON, Irish Refining and Swissco Foods).

The industry panel will review current market trends, essential consumer types, and the Primary and Secondary needs of consumers to advance your business forward in a world which, as you know, has been turned upside down. The panel will share real actionable guidance when demonstrating a stepped process for reviewing consumers and their needs.

Topics Include:

- Market overview and insights
- A review of current consumer types and their Primary and Secondary needs
- Explanation of new and existing Business Tools, the stepped processes, and benefits
- A demonstration and insight in using Business Model Canvas planning
- Understanding basic costings

Register now at <http://bit.ly/T4SWebinars>



# Understanding Retail Buyers and Consumers

**DATE: 5 November 2020, 11am-12pm**

Our panel members support businesses daily as they flourish in a crisis with expert guidance and essential skills. The panel includes well-known FMCG Business Management Consultant Phil O'Sullivan (formerly of Kepak, Heinz & Boots), who will be discussing Macro trends, consumer needs and how to prepare to meet a buyer with renowned FMCG expert and Operations Consultant Eamon Howell (formerly of Kerry and Musgrave SuperValu Centra Brands).

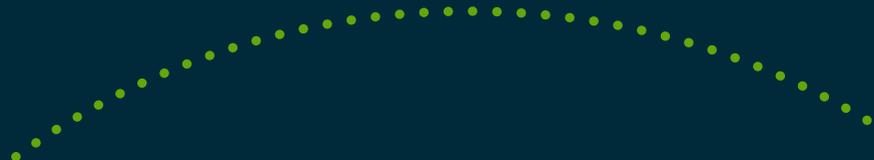
Roisin O'Shea Head of Food and Drink Bank of Ireland (formerly of PepsiCo, Valeo Foods, Carbery, Boyne Valley and Robert Roberts Ltd), will ask Eamon Howell his views on category management and a buyers plan for increasing spend and opportunities. Paul Ward Innovation Manager with BIM and Richard Healy of Rex Consulting (formerly of AON, Irish Refining & Swissco Foods) will demonstrate consumer persona development and the basics when it comes to managing the essentials of costings and promotions.

The Webinar panel will demonstrate real actionable solutions in an essential stepped process in which a retail buyer can review consumers, their needs, and the category plan to manage value and an increase spend from certain types of consumers. The panel will offer guidance and share their experiences of how companies can align with customers and consumers through highly effective category plans to achieve an energetic uplift.

Topics will include:

- Developing consumer personas
- How the buyer looks at consumer segments and age profile
- How buyers view current trends to exploit opportunities
- Buyers category plan, what you need to approach the buyer
- Importance of rate of sale
- Explanation of terms sheet and promotional costing sheets

Register now at <http://bit.ly/T4SWebinars>





# Innovation through Leadership

**DATE: 12 November 2020, 11am-12.10pm**

An in depth insight into one of Ireland's key leaders when it comes to developing culture and leadership which are vital for any food and drink business. The panel will demonstrate the top 3 steps when approaching innovation, followed by a presentation from one of Ireland's inspirational business leaders Lorraine Heskin, CEO and Founder of Gourmet Food Parlour, who discusses how she tries to overcome and meet the current challenges head on, in an ever-changing marketplace.

Phil O'Sullivan and panel members will join in a discussion and presentation from Vice Admiral, Mark Mellett DSM, PhD, Chief of Defence of the Irish Defence as he shares his views on leadership and how to create the top 10 principles in developing the right culture and motivation for promoting and supporting teams and each other in these challenging times.

Topics include:

- Insights of a current Business Leader
- Ideas vs Opportunities
- Innovation process (feasibility, viability, and desirability)
- Building a culture for growth
- Empowerment and Inclusion
- Equality and collaboration
- Diversity and inclusion
- Fitness and managing egos
- People and safety first

Panel members include Vice Admiral Mark Mellett DSM, PhD, Chief of Defence of the Irish Defence; well-known FMCG Business Management Consultant Phil O'Sullivan (formerly of Kepak, Heinz, Boots); Lorraine Heskin CEO and Founder of Gourmet Food Parlour; renowned FMCG expert and Operations Consultant Eamon Howell (formerly of Kerry and Musgrave SuperValu Centra Brands); Roisin O'Shea Head of Food and Drink Bank of Ireland (formerly of PepsiCo, Valeo Foods, Carbery, Boyne Valley and Robert Roberts Ltd); Paul Ward Innovation Manager with BIM, and Richard Healy of Rex Consulting (formerly of AON, Irish Refining & Swissco Foods).

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# Panel Members



**Phil O'Sullivan**

**Phil O'Sullivan** is a Senior Business Management Consultant to the Food, Drinks, Seafood, Agri-food, and Pharma sectors. Having worked as a General Manager and Commercial Director for large blue-chip manufacturing and distribution businesses, Phil helps companies and state organisations to evaluate ideas and develop them into commercial opportunities. Phil mentors and coach's business leaders who are regularly experiencing change and growth within their developing organisations. Phil has extensive experience in helping businesses to innovate, plan and deliver profitable growth in local, domestic, and international markets. Phil is a guest lecturer in U.C.C for the entrepreneur programme "ignite" for start-ups and is also a guest lecturer for FITU (Food Industry training unit) in U.C.C., in Business planning, Sales and Marketing. Phil is a board member of the F.I.T.U. advisory board at U.C.C.



**Roisin O'Shea**

**Roisin O'Shea** joined Bank of Ireland in 2019 as Head of the Food & Drink Sector, in order to support the Bank's engagement with the industry. She brings to the role, a wealth of experience in the FMCG sector both in Ireland and the UK spanning a wide range of product categories. She has held a number of senior commercial positions in both indigenous and multinational consumer goods companies including PepsiCo, Valeo Foods, Carbery, Boyne Valley and Robert Roberts Ltd. Her knowledge base spans end to end product development from procurement and new product development, to branding, marketing and sales achievement. Her most recent role was as Commercial Director in the rapidly growing Sports Nutrition Industry. Roisin holds an undergraduate Law Degree from U.C.C., an MBA from Warwick Business School and Post Graduate qualifications in Digital Business and Digital Marketing.



**Eamon Howell**

**Eamon Howell** is a qualified food scientist, having extensive experience in both manufacturing and retail, across sales and operations, technical and commercial. Eamon began his career with Kerry Group where he held various technical roles including Microbiologist and Quality Manager, Factory Manager and ultimately Process & Quality Director. Eamon went on to work for Musgrave where he held a number of commercial roles culminating in the role of Trading Director for the SuperValu and Centra brands. Given his extensive experience with Kerry Group and Musgrave, across Ireland, UK and Europe, Eamon is a strong business leader with significant understanding of the supply-chain across sourcing, manufacturing, distribution, and retail.



**Paul Ward**

**Paul Ward** Innovation Manager BIM. Paul is manager of BIM's Seafood Innovation Hub for the past eight years, comprised of a multidisciplinary team of seafood technologists, market insights, financial insights and innovation facilitators, to deliver on specific projects to support client seafood companies. The services are delivered to clients through the "Three Lens of Innovation" to deliver a robust business proposition assessment for clients.

Paul previously worked for the Department of Marine in Sea fisheries control and seafood public health. He held a number of international roles and was an Irish delegate to Codex Alimentarius and to the EU expert working groups on drafting EU phytosanitary legislation. Paul also worked on secondment to the European Commission in the Directorate Generals of DG Sanco and DG Trade, in the continents of America, Australia and Asia.

# Panel Members



**Richard Healy**

**Richard Healy**, Private Business Advisor. Having Qualified as a Chartered Accountant with KPMG Richard spent several years working with large multinational organisations in Ireland in helping them with their financial planning, budgets, and projections. Richard who is a former Director of Financial Planning & Analysis for Aon in Ireland, has worked in senior roles across the finance, food and refinery industries while also operating in a corporate governance capacity. Richard specialises in supporting small and large businesses to reach their true financial potential in managing cashflow, capex and day to day challenges. Richard is a Non-Executive Director of Fota Wildlife Park in Cork and currently chairs the Finance Committee.



**Lorraine Heskin**

**Lorraine Heskin** CEO and Founder of Gourmet Food Parlour. An experienced business owner with a demonstrated history of working in the food & beverages industry. Skilled in food and business development, business planning, business growth, operations management, marketing, digital marketing, social media and sales. Strong business development professional, UL graduate in Business/Managerial Economics degree and post graduate.



**Vice Admiral  
Mark Mellett  
DSM, PhD.**

**Vice Admiral Mark Mellett** has over 40 years service as an officer in the Irish Defence Forces and was appointed as Chief of Staff in 2015, having previously served as Deputy Chief of Staff and Chief of Navy. Admiral Mellett has extensive experience at home and abroad, including in Afghanistan and Lebanon, in combined and joint operational missions. During his service at the Divisional HQ in Kabul with ISAF, he conceived and drove the development of a 'cross cutting' framework between Afghan Officials, Coalition Forces, NATO/ISAF Forces, and the UN.

He has served as a specialist Naval Diving Officer and Commander of three seagoing commands and participated in and led numerous counter terrorism and counter narcotic operations for one of which he was awarded "The Distinguished Service Medal (DSM)" by the Irish Government.

Admiral Mellett is a champion of internal and external organisational diversity. He led the introduction of a Diversity and Inclusion Strategy in the Defence Forces which focussed on gender, culture, creed, age and sexual orientation. He is a strong advocate of external networks and partnership with other militaries, state bodies, research institutes and enterprise. He was co-founder of the Irish Maritime and Energy Resources Cluster, an innovation partnership between the military, academia, and enterprise.

Holder of a Doctorate in Political Science, Admiral Mellett has a keen interest in research with a focus on ecosystem sustainability, security, innovation, diversity, and values-based leadership. He has been a Visiting Professor abroad in Liverpool Hope University and is currently an Adjunct Professor of Law at University College Cork. He was the distinguished graduate of the senior command and staff courses he attended at the Irish Military College, the US Naval War College, and the UK Royal Naval College Greenwich. He is married to Liz and has four adult children.



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