



## Consultant Profile:

**Ingenuity Business Development** is a consulting company involved in assisting businesses to grow and realise their opportunities.


**Ingenuity** utilises its knowledge and experience in Strategic Management, Change Management and Sales & Marketing.



**Randall Douglas** is the Chief Consultant and owner of **Ingenuity**. He brings with him **14 years** of strong corporate experience in **Sales, Marketing, Trade Marketing** and **General Management**. His work experience is diverse and rooted in **Global Best Practice Standards**.

He has had senior management experience at **Global Best Practice** leading companies such as:

Company	Major Title(s)	Responsibilities
 Unilever Caribbean	Market Manager	<ul style="list-style-type: none"> <li>Delivered Sales Volume, Sales Dollar and Profitability targets for the company and brands for export territories such as Guyana, Suriname, Barbados and the OECS.</li> <li>Managed Advertising and promotional support expenditure and execution.</li> <li>Market visits to assess distribution and competitive pricing.</li> <li>Managed appointed distributors and their sales team to deliver sales targets.</li> <li>Trained of sales team and merchandisers.</li> <li>Managed network advertising agencies.</li> <li>Official <b>Change Agent</b> responsible for managing change within the company. (Voted most outstanding Change Agent 2000).</li> </ul>
 Coca-Cola Caribbean Bottlers	Commercial Manager - Presell	<ul style="list-style-type: none"> <li>Delivered Key Account Sales Volume Targets for Trinidad for all Coca-Cola brands.</li> <li>Delivered Outlet profitability.</li> <li>Managed Merchandising for all Key Accounts outlets in Trinidad for all Coca-Cola brands.</li> <li>Managed all Key Account and Presell delivery teams and by extension the delivery process.</li> <li>Developed, Planned and executed all Channel promotions.</li> <li>Managed advertising and promotional support expenditure and liaised with advertising agency.</li> </ul>

Company	Title(s) Held	Responsibilities
	Group Category Channel Sales Development Manager	<ul style="list-style-type: none"> <li>Jointly Accountable with Sales Manager for Nestle Sales Channel Performance for Trinidad &amp; Tobago for brands.</li> <li>Developed and implemented Channel Plans, Key Customer Business Plans, for all products:</li> <li>Co-Planned, executed and evaluated all Channel promotions.</li> <li>Development and availability of POP.</li> <li>Procured <i>Shopper Insight</i>.</li> <li><b>GLOBE (Global Best Practice) Mentor.</b></li> </ul>

*and* through local companies as part of the local corporate giant  **ANSA McAL:**

Company	Title(s) Held	Responsibility
 Trinidad Publishing Co. Ltd	Special Publications Manager	Managed media and Special Publications such as corporate advertising specials and feature based products for Trinidad.
 Alstons Marketing Company Ltd Alstons Marketing Co. Ltd (AMCO)	Sales Manager	Managed sales for Trinidad for many global brands such as: <b>Cadbury, Proctor and Gamble, Brunswick, Reckitt Benkiser and Energizer</b> as well as local gems such as: <b>Sqezy, and "Clean and White" Bleach.</b>

Sample Training Qualifications	Facilitator
Category Channel Sales Development	<i>Conducted by Nestle Best Practice</i>
Merchandising Best Practice	<i>Conducted by Nestle Best Practice</i>
Customer Management Best Practice	<i>Conducted by Nestle Best Practice</i>
Change Management Training	<i>Conducted by Lever Bros</i>
Traditional Trade Management	<i>Conducted by Unilever</i>
Advanced Brand Communication Workshop	<i>Conducted by Unilever</i>
Change Agent Training	<i>Conducted by Quest International</i>

***Ingenuity***