

Acti^o Consultancy Group

“observe, describant, intelligere, credere et actum”

Our Focus

Who We Are & What We Do: We are a tight, focused team with complimentary skills and global experience in strategy, leadership, data/systems, culture & sales/marketing execution. Our proven structured business model framework covers strategy through to execution, based on 9 essential business ‘BUILDING BLOCKS’

Actio EXPERIENCE

- Marketing (Brand/Product/Channel)
- Product & Service Innovation
- Research
- Sales
- RTM
- People/Culture/Leadership
- Digital/Social
- IT/Data/Systems
- Hospitality
- Retailing
- Finance

INDUSTRY

- Food
- Non-Food
- Service

FMCG

- B2B
- Retail
- Foodservice

OUR PASSION

- Foodservice

OUR PRINCIPLE: Actio follows a proven ‘PATTERN OF PROGRESS’ to identify new insights & create unique solutions

1. **OBSERVE** - The right tools enables us to gather data and information that can help us see new opportunities
2. **MAP** - Mapping gathered data enables to see scale, relationships & patterns in our customers target markets & channels
3. **UNDERSTAND** - Observing, Mapping creates ‘Understanding’ releasing the most powerful of team/business drivers’ ‘Belief’
4. **BELIEF** - Belief in a shared goal/vision compels individuals and teams across a business to ‘Act’ together as one
5. **ACT** – Teams motivated to ‘Act’ can redefine what is possible enabling the creation of new outcomes

BUILDING CHANNEL-LED SOLUTIONS: The Actio team collaborate/co-create via a structured process to develop superior Channel-Led Business Solutions & Creative Market Execution of solutions with our **PARTNER CUSTOMERS**.

Working alongside selected Customer Teams we build pilot solutions & innovative customer engagement & sales tools to develop ‘**PROOF OF CONCEPT**’ before expanding and amplifying solutions expanding into our partner customers other priority channels & markets.



Actio Consultancy Group – Partner Client Examples



An ongoing relationship with Bel Foodservice since November 2022, across Europe, USA & Asia covering Foodservice strategy, portfolio mapping/development, team capability, channel expertise, sales tool develop + associated training & business/customer development planning & execution. Our team works with multiple teams to introduce new strategies & drive adoption and build an integrated approach across the business



We equally enjoy an ongoing strategic partnership with Bel Groupe's Plant Based Business Nurishh Europe, Australia, North & South America. Like Bel it cover B2B & B2C strategy, team capability, channel expertise, sales tool development, training but with a heavy focus on product innovation & development of channel/customer led product portfolio via ongoing Project Management



Actio has embarked on foodservice journey with global agribusiness company giant Cargill. Actio has been engaged to help them at a global & regional level transform the way they Go-2-Market & engage with global & regional chains. Our role focus on creating Channel-led portfolios, Value-Added Solutions & Tools, plus Actio will provide project management support for this major Step Change in business model



Actio have recently been engaged by Barilla the world #1 Pasta company to assist them with their B2B customer engagement. Initial focus is the EU with scope to include rest of world markets. The scope of the activity development of sales solutions and associated sales and customer engagement tools. Our shared objectives with Barilla leadership is to move customer conversations beyond just product & price



Post separation from Unilever the Actio team worked with Lipton Foodservice Global team on Foodservice strategy refresh and sales tool development working across markets in the USA, UK, Middle East & selected European Markets. Also, our Tech & Digital Teams have development a bespoke distributor scrapping and dashboard tool for managing distributors & development of a unique e-comm sales improvement solution



Actio was engaged to step change the way Kilcoy Global Foods engaged & Retail with Customers in their B2B, Foodservice, Export Customers. The scope of the engagement included development of customer centric sales focus and customer solutions and associated selling tools/presentations. The Actio team conducted both Face 2 Face and online training as part of coaching/mentoring program



Actio have an ongoing relationship with premium pet nutrition company Prime 100. Our scope includes support on B2C & B2B strategies, digital & social media campaign support, Asian market access. Actio is also engaged to support the Prime 100 IT & Data team to develop integrated sales dashboards. Prime are one of our customers who have chosen to retain our members of the Actio Team in a dedicated executional capacity



Our team were engaged by Nomad Foods owners of iconic brands such as Birdseye, Findus & Igloo The Out of Home Head Office UK Team to reshape its Global Out of Home Strategy. The scope of the activity covers Foodservice strategy development, team capability, channel expertise, sales tool development & product seafood portfolio review. The OOH Leadership team also are seeking our expertise to make a Mindshift change in the way engage with customers as part of a transformational scope

Actio Consultancy Group – Geoff Meyer Introduction & Background



Geoff Meyer – Managing Director **Actio** Consultancy Group - Melbourne

Leadership, Commercial & Business Strategy,
Development, Sales Capability, Culture &
People Development High Performing Team
Development, RTM & Value Chain Analysis
(Specializing in OOH/Foodservice & Retail)

Company Experience



Netherlands & Singapore



China, Australia & Singapore



Australia



Australia & China



Australia



Australia

Locations

Singapore – 11 Years

EU – 2 Years

China – 6 Years

APAC – 17 Years

Career Experience

- **20 Years - Commercial Experience** (Sales & Distribution P&L Accountability In Multiple Industries)
- **14 Years - International Experience** (China, ASEAN, Europe, AMEA, Nth & Sth America)
- **16 Years - General Management / Team Leadership** (includes Global & Regional Scope)
- **12 Years - Marketing & Channel Demand Creation**
- **10 Years - Product Innovation**
- **10 Years - Sales/Leadership Capability & Training** (including digital & IT systems)
- **11 Years - Export Experience** (China, ASEAN, Europe, M/East & Japan)
- **5 Years - Consulting Experience**

Actio Consultancy Group – Core Team Introduction

Our Core Team

Geoff Meyer – Director **Actio** Consultancy Group - Melbourne



Leadership, Commercial & Business Strategy, Development, Sales Capability, Culture & People Development High Performing Team Development, RTM & Value Chain Analysis
(Specializing in OOH/Foodservice & Retail)

Lourdes Liang – Channel Develop Manager/Projects **Actio** Consultancy Group - Kuala Lumpur



Channel Development
FOH Research/Shopper Insights
Digital Campaign, Project Planning /Management, Training Program Development, Trainer Client Relationship Management
(Specializing in Retail & OOH/Foodservice)

Paula Costa Bravo – Account Director **Actio** Consultancy Group – Portland (USA)



Business & Sales Strategy
Customer/Broker Relationship Management
Food innovation & Marketing Expertise
Distributor Management
Strategic Account Management
Channel & Market Mapping
(Specializing in OOH/Foodservice & Retail)

Janey Loh – Marketing Director **Actio** Consultancy Group - Kuala Lumpur



Brand/Visual Creative & Campaign Concepts, Sales/Marketing & Strategy Development, Project Leadership
(Specializing in OOH/Foodservice & Retail)

Ivy Zhang – Channel Development & Marketing **Actio** Consultancy Group - Shanghai



Channel Development
Brand/Visual Creative & Social Media Campaign Concept Design
Creative Content Development
Digital Marketing & Consumer Communication
Campaign Development & Coordination
(Specializing in OOH/Foodservice & Retail)

Mikaela Zhang – Research Intern **Actio** Consultancy Group - Melbourne



Research/Insights, Restaurant Guest Management & Operations, Social Media Listening/Monitoring & Infield Execution
(Specializing in Hospitality)

Clint Irvine – Technical Director **Actio** Consultancy Group - Kuala Lumpur



Commercial, IT Development, Project Management, Digital Sales Tools/Data Management & e-Comm Platform Expertise
(Specializing in Systems, Data Management & Analytics)

Eleanor Zhang – Project & Administration Manager **Actio** Consultancy Group - Melbourne



Project Coordination, Planning/Event Execution & Finance/Administration Manager

Jo Ling – Channel Marketing Specialist **Actio** Consultancy Group – Kuala Lumpur



Channel Development
Creative Content Development
Project Management
Digital Marketing Strategy & Communication
Client Relationship Management
Campaign Development & Coordination
(Specializing in B2C)

Charmaine Lim –Marketing Specialist **Actio** Consultancy Group – Kuala Lumpur



Research Insights Specialist
Creative Content Development
Project Management
Client Relationship Management
(Specializing in Research)

Pricilla Sim – Marketing Specialist **Actio** Consultancy Group – Kuching City



Creative Content Development & Copy Writing
Digital & Marketing Communication
Campaign Development & Coordination
Research & Insights

Morgan Meyer – Analyst & Data Specialist **Actio** Consultancy Group – Melbourne



Advanced Analytics
Data Management
Insights Distillation
Dashboard & Reporting Design
Project Management
(Specializing in B2B & B2C)

Melbourne (Australia): People, Organizational Culture, Development Leadership, Commercial & Business Strategy, Sales Capability, Research & Customer Engagement (B2B, B2C, Export & Ingredients)

Kuala Lumpur (Malaysia): Marketing Creative, Digital/Technical, Systems & Tools Development, Global Insights & Research, Channel Expertise (B2B & B2C)

Shanghai (China): Marketing Creative, Digital Marketing Development, Consumer Insights & Content Development (B2B & B2C)

Portland (USA): Customer Relationship Management, Distributor Management, Strategic Account Management & Channel & Market Mapping (B2B & B2C)

Actio Consultancy Group – Our Approach

“observe, describant, intelligere, credere et actum”

WHAT WE DO: We are a tight, focused team with complimentary skills and global experience in strategy, leadership, data/systems, culture & sales/marketing execution. Our proven structured business model covers strategy through to execution, the model is based on 9 essential business **‘BUILDING BLOCKS’**. Our building block model enables us to take a whole of business view ensuring any activity we undertake is integrated into the overall business strategy and aligned to existing and future capabilities. We develop a Channel-Led* approach for our clients to engage with their customers. This channel-led approach enables clients to build deep customer expertise which in turn enables the development i) optimizing category/portfolios & ii) development of superior business solutions for their customers. Combining our unique model with our passion for creating tailored **‘CHANNEL-LED SOLUTIONS’** enables our team to collaborate/co-create via a structured process to develop superior differentiated strategies & creative market execution solutions with our partner customers.

HOW WE OPERATE: Our approach in working with our clients is based on **‘INTIMATE RELATIONSHIPS’** built from the C-Suite through to the Field & Operator Level. Our core team work with a unique broad network of freelance partners that we have built over many years. This network of experts enables Actio to scale up **‘EMERGE’** as needed by our clients. Our ability to scale at speed provides not only agile responses required in a dynamic market and customer environment, but it also enables us to develop test and trial solutions at an affordable cost. Although we have long standing relationships with most of our customers, our projects and capability development initiatives have a finite period; this is based on a belief if we are performing our role correctly, we are developing/transferring capability within our clients to enable them to own and self-manage newly developed ways of working. We have been fortunate that many of our clients retain our services for future initiatives based on both cost and effectiveness.

OUR CAPABILITY: The Actio operating model allows us to work across various industries & sectors. Our background is in FMCG, with a particular passion for **FOOD & FOODSERVICE**. Many of our team have first-hand experience working in hospitality and two of our directors have owned and run restaurants bringing a unique level of foodservice operator understanding. More recently clients have sort out our experience in the emerging plant-based foods segment. Our diverse team has worked globally across many cultures, and we enjoy a broad range of first hand experiences covering strategy, leadership & culture, through to a deep executional understanding including RTM & distributor management, portfolio design, content creation, channel & brand marketing, digital & social media, customer engagement, sales tool development (*both digital & analogue*), data/systems & project management

* Denotes: A Channel is defined as a group of customers selling like products or services as opposed to a traditional RTM or bricks and mortar definition of a channel