

Welcome

Welcome to the latest edition of Consumer Focus Magazine, our dedicated annual publication for the global consumer industry.

In this issue, we catch up with senior executives from some of the sector's most dynamic brands to find out how companies are leveraging opportunities to grow, amidst what is an increasingly complex and challenging trading environment.

"...we catch up with senior executives from some of the sector's most dynamic brands"

One prevalent way businesses are taking on these challenges is through merger and acquisition, but the success of these ambitious projects isn't guaranteed. In our cover story on page 28, however, Beam Suntory's Manfred Jus highlights a union which is benefitting greatly from its combined assets and, perhaps surprisingly, cultures. Synergies are in abundance again over at Harman International on page 50 as the business outlines plans to revolutionise consumer audio following its merger with Samsung.

Talking about the need to leverage new technologies, on page 56 the Boston Consulting Group shares its thoughts on why consumer goods, more so than any industry, must counteract digital disruption. And on page 60, Pernod Ricard's Aitor Rueda provides a fascinating review of an HR and marketing led digital transform-action in Spain.

Outside of the world of blue-chips, on page 6 former Just Eat VP turned angel investor, Rasmus Wolff, discusses his entrepreneurial career and on page 32 Sam Bridger celebrates ten years as a freelance marketing director explaining

why career interims are a different breed of talent solution.

Our thought leadership articles this year cover several prevalent trends in talent acquisition and office culture including flexible working on page 46 and the impact of technology and AI in the workplace on page 14.

The importance of employer branding is also discussed on page 18 and we hear from Natalie Monjo of the iconic French fashion brand, Petit Bateau, who reveals its brilliant viral campaign to attract new talent.

The need for innovation in the food and drink sector is discussed on page 12 and over on page 42 Danish ingredients firm KMC gives an insight into its vision for the future of food. Elsewhere in the Nordics, skin care brand eos has big plans after its 2017 re-launch.

Meanwhile in the UK, on page 38 Taylors of Harrogate Managing Director, Andy Brown, describes the Yorkshire Tea maker's plans to bolster its global presence with a push on international growth, while investment at home promises jobs and retains quality.

We hope you enjoy the latest edition of Consumer Focus Magazine and would welcome feedback on any of its content.

PAUL WILSON
CEO



Office locations

NEWCASTLE UPON TYNE

Lloyds Court, 78 Grey Street
Newcastle upon Tyne, NE1 6AF, UK
T: +44 (0)191 222 0770

TEESSIDE

Eshton Suite, Office 2, Wynyard Park House,
Wynyard Avenue, Wynyard, TS22 5TB, UK
T: +44 (0)1740 661000

LONDON

20 St Dunstan's Hill, London, EC3R 8HL, UK
T: +44 (0)207 405 3921

COPENHAGEN

Havnegade 39, 1058, Copenhagen K, Denmark
T: +45 7027 8601

ÅRHUS

Værkmestergade 2, 17. etage,
8000 Aarhus C, Denmark
T: +45 7027 8601

OSLO

Dronning eufemias Gate 16, 0191 Oslo, Norway
T: +47 238 97 773

STOCKHOLM

Grev Turegatan 3, 4 tr,
114 46 Stockholm, Sweden
T: +46 (0)8 400 264 35

MALMÖ

High Court, Malmöhusvägen 1,
211 18 Malmö, Sweden
T: +46 (0)8 400 264 35

GOTHENBURG

Convendum, Kungssportsavenyen 21
411 36 Göteborg, Sweden
T: +46 (0)8 388 482

HELSINKI

Bulevardi street 7, 00120 Helsinki, Finland
T: +45 7027 8601

DÜSSELDORF

Königsallee 2b, 5th Floor, 40212
Düsseldorf, Germany
T: +49 211 882 42 364

AMSTERDAM

Parnassusweg 819, 9th Floor,
Amsterdam 1082 LZ, The Netherlands
T: +31 (0)20 800 61 70

PARIS

29 rue de Bassano, 75008 Paris, France
T: +33 1 76 73 29 80

MADRID

Palacio de Miraflores, Carrera de San Jerónimo,
15 - 2º 28014 Madrid, Spain
T: +34 91 788 3172

LAUSANNE

Rue Caroline 2, 1003 Lausanne, Switzerland
T: +41 (0)21 311 2376