

SARA STANLEY (formerly SARA PIKE)

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www.foodolution.com

PROFILE

An articulate, well-presented and highly motivated food industry professional. With a proven track record in all aspects of new product development from concept to launch across ambient, chilled and frozen sectors, leading to wider experience through technical ingredient sales and a growing breadth of freelance projects.

EMPLOYMENT HISTORY

May 2006 to date

FREELANCE FOOD CONSULTANT

- Interim post as Product Manager, NPD for RWM Food Group – establishing NPD function with launch of 5 Extra Special Asda Meal Centres
- Interim post as Development/Process Technologist for Greencore Soups and Sauces (Sainsbury, Somerfield)
- Interim post as Development Technologist for Avana Bakeries (Marks and Spencer Desserts) via Jarvis Johnson
- Interim post as Development Controller for Coldwater Seafoods (Marks and Spencer shellfish products) via NPD Direct
- Developing and teaching classes at The Bertinet Kitchen and Bordeaux Quay cookery schools (ongoing)
- Ingredient application: supplier support (developing and producing application examples)
- Consultations for a retailer proposing NPD criteria for premium and healthier product ranges
- On-site training for European suppliers in specification-writing for Tesco and auditing specifications across a range of food and drink categories as a consultant with Spec-Tecs
- Consultation solving product issues for Maison Blanc (patisserie)
- Interim projects with Hilton Meats, Fletchers Bakeries, St Merryn Meats, Bart Spices, Braces Bakery, Pure Organics, Anglia Crown.

December 2005 – April 2006
Meribel, France

HIGHLIFE ADVENTURES LTD

CHALET CHEF

- Design, planning and preparation of premium menus for 12 guests throughout ski season

August 2003 – December 2005
Bristol/Antwerp

KREGLINGER EUROPE

TECHNICAL ACCOUNT MANAGER

- Responsible for UK sales in Wales and South West reporting to UK Sales Manager
- Doubling existing profit by establishing new customers and managing inherited accounts
- Account Managing six principle suppliers –
 - Remy: Rice Derivatives - Flours, Starches, Syrup, Protein
 - Ricex: Rice Bran Ingredients
 - Swiss Gum: Hydrocolloid Stabiliser Blends
 - Pureworld: Natural Extracts
 - IPRA France: Flavours
 - Unifect International: Australian Herbs and Spices
- Achieving strong customer relationships with hands-on technical consultation
- Researching and developing new applications to realise sales/growth potential
- Implementing new initiatives to continually improve efficiency and success of team

September 2001 – July 2003 **HIBERNIA BRANDS LTD**
Bristol

Promoted to **SENIOR NEW PRODUCT DEVELOPMENT TECHNOLOGIST**

- Supervised New Product Development Team deputising for NPD Senior Manager
- Successfully completed training courses with Entenmann's in New York
- Successfully launched Entenmann's branded Cakes, Danish Pastries and Chilled Desserts at Hibernia production facilities and Co-manufacturers in England and Northern Ireland
- Project managed development of first Entenmann's range for frozen retail category
- Approved Entenmann's artwork, labelling and packaging
- Participated in Commercial Management Team meetings
- Chaired New Product Development management meetings and delegated actions required

February 1999 – August 2001 **HIBERNIA BRANDS LTD**
Bristol

BAKERY NEW PRODUCT DEVELOPMENT TECHNOLOGIST

- Developed Entenmann's new products from concept to launch including Entenmann's first range in chilled retail category
- Initiated and maintained production manuals in compliance with ISO 9002
- Sourced new raw materials (ingredients and packaging)
- Costed products using Unix system
- Calculated ingredient lines for packaging, produced pack copy
- Organised factory production trials
- Presented new products to customers

April 1995 – January 1999 **WT MAYNARD SON & CO LTD**
Taunton

NEW PRODUCT DEVELOPMENT TECHNOLOGIST

- Developed all new products - predominantly frozen desserts for Food Service customers
- Issued recipes, quality control parameters and product specifications
- Clearly demonstrated new products and assisted customers throughout the launch period
- Trained factory operatives in production of new products
- Assisted photography shoots for product brochures
- Improved factory floor efficiency by implementing new systems and procedures.
- Deputised for Technical Manager (New Product Development)
- Supervised Assistant

1989 – April 1995
Leigh, Dorset

FUDGES BAKERY

CONFECTIONER & CAKE DECORATOR

- Produced morning goods, fresh cream cakes and flour confectionery to order
- Responsible for design and production of bespoke wedding and celebration cakes
- Designed and made Christmas, Simnel, Novelty and Birthday cakes for Harrods
- Prepared food for catered events such as weddings
- Hand-made chocolate truffles and Easter eggs
- Supervised Assistants

EDUCATION (Food-Related)

- Permaculture Design 2008/9
- J Sainsbury Specification training (Inspire) 2007
- Tesco Gold Standard Specification auditing training 2006
- Advanced Sales Skills – Stirling Training Consultants 2004
- Selling for Results – Stirling Training Consultants 2003
- Food Labelling – Advanced (CCWFRA) 2000
- Replacement of Fat in Foods (CCWFRA) 1999
- Equilibrium Relative Humidity in Baked Products (CCWFRA) 1998
- Basic Food Hygiene Certificate (100%) 1992
- City & Guilds 1211 Design & Decoration of Flour Confectionery (Distinction) 1989
- City & Guilds 1202 Bakery Part 1 (Credit), Part 2 (Distinction) 1988/9
- The National Association of Master Bakers, Confectioners & Caterers' Chocolate & Sugar Confectionery Course 1988
- The National Association of Master Bakers Scholarship in Baking 1988
- Food and Nutrition GCE O Level 1987