

Brian Reid

8 The Accurate Boot
13-19 Hood Street
Northampton
NN1 3QS

Tel: 01604 639798
Mobile: 07768 192401
E-mail: brian.reid@damnrain.com

Profile

An experienced and commercially astute **General Manager** with a proven track record of management of third party contracts for major home retail companies and advising, on a consultancy basis, other retailers, encompassing **Logistics/Supply Chain** management with particular responsibilities/speciality in **International Procurement** and the **Physical Supply Chain. Customer focused** with extensive knowledge within the Retail Sector and an ability to develop strategy and manage change through good organisation, project management and communication skills to achieve objectives at optimal cost.

Key Achievements

- Reduction of some 24% to Habitat's International freight costs.
- Implementation of an innovative method of freight purchasing allowing Buyers to reduce purchase quantities without affecting 'on costs'.
- Set up and managed a network of 3rd Party Buying Agents overseas to assist in the selection and purchase of new products.
- Managed the process of consolidation from multi-site to single site warehousing resulting in savings of £3m per year.
- Project managed 'stock accuracy project' across the Habitat Group implementing new working methods to give as near 'real-time' receipt process as possible in stores.
- Project managed and implemented EAN128 & EAN13 Bar Codes system for 3 companies.
- Implemented and managed a new Home Delivery services for a number of different companies.

Career Review

Dreams Plc Supply Chain Director

May 08 – Jan 09

- Carried out initial review of importation from Far East resulting in changes to container flows direct to Home Delivery Depots saving approx £500k annualised and forward week cover being reduced to 5.5 weeks.
- Implemented a project to expand the Distribution Centre, increasing capacity by 45%, delivered on time and under budget.
- Implemented Warehouse system changes to improve efficiencies and created KPI's to measure and improve productivity.
- In conjunction with Production Director removed mattress stock in the Distribution Centre and moved to a 'Just-in-Time' process for next day delivery to stores.
- Initiated an Invitation to Tender for the Dreams' owned HGV fleet with a view to transferring asset and remodelling service to stores.
- Instigated a strategic review of the Buying and Supply Chain departments which resulted in the creation of a Buying/Merchandising Department, which allows a more robust and efficient business structure.
- Investigated a 'Waste to Energy' scheme in partnership with the local Council to reduce recycling costs.

**Independent Logistics Consultant
Damnrain**

Apr 07 – May 08

- Provided advice and guidance to an Independent Home Furnishing and Furniture retailer. Conducted an in depth review of their Distribution Centre operations, creating an action plan to optimise process and procedures, recommended changes to internal and external structures which was fully accepted and implemented.
- Advised above company on 'Factory Gate pricing', lead a Bar Code implementation project and conducted contract reviews with Home Delivery and 'Fitting' companies.
- Lead a work-stream for a 3rd party logistic provider (DHL/Exel), working on behalf of a major Furniture retailer, implemented Bar codes across their business and advised on supplier compliance and the transition from 5 locations into one 750,000 sq ft DC.
- Created a new national Home Delivery offer and reviewed Logistics operations for a large Italian Sofa manufacturer with retail outlets within the UK.
- Reviewed logistics/distribution costs and made recommendations to a leading Regent Street Department store.

**Habitat Ltd
Head of Warehousing & Logistics**

Wallingford

**Jan 82 – Apr 07
Jan 99 – Apr 07**

- Reporting directly to the Head of Range and Supply Chain Management
- Developing, implementing and maintaining warehouse and logistics strategy so as to improve the goods flow into warehouses and stores.
- Develop strategy on warehouse positioning to meet the long term business and expansion plans.
- Responsible for the specification, negotiation and purchase of in-bound freight flows ensuring that chosen methods match the warehousing constraints.
- Responsible for the tendering, contract, vendor selection and management process of 3rd Party Logistics partners. This has resulted in consolidation of warehousing to a single partner and a reduction to annual costs of £750k.
- Working with Logistics partners, developed a regime whereby processes, procedures and environments were constantly challenged so as to provide 'best practice' and the most cost efficient solutions to the Retail divisions.
- Management of the 'Supply Chain' between foreign suppliers and Habitat Group companies including the development of purchase order tracking system.
- Working with Country managers and key functional managers across the Group to ensure their strategy and direction was agreed, understood and implemented in accordance with the service level agreements.
- Responsible for the setting and delivering of agreed 5 year and annual budgets with regard to warehousing and logistics across the Group, highlighting any potential risks to achieving budgets to the business caused by elements outside of W&L control.
- Responsible for the selection, development and management of the W&L Team, ensuring individuals were encouraged to maximise their potential and deliver the objectives of the W&L strategy.
- Developed contingency plans in order to minimise risk and disruption to supply flows to the principle risk areas of the Group.
- Lead a project 'stream' to map and re-engineer business processes from design through to shop floor.
- Overall responsibility for Health & Safety within the warehouse environments.
- Responsible for 48m€ of direct contract costs and 130m€ of stock

International Logistics Manager Paris/Wallingford

Dec 96 – Jan 99

- Identified opportunities and synergies within warehousing and logistics throughout the Habitat Group by reviewing methodology. Proposed and implemented enhancements within the Group.
- Following the closure of Habitat Italy, was responsible for the distribution and disposal of remaining stocks at optimal return.

- Managed a major project investigating and partially implementing a North European warehouse for our German subsidiary.
- Project managed EAN128 Bar Code implementation to warehouses and Retail, improving stock accuracy and reducing manual processes within stores.
- Project Managed the implementation of 'Auto-Replenishment' to Habitat Germany
- Developed a Home Delivery strategy for Habitat Germany

Merchandise & Logistics Manager London May92 – Dec 96

- Working with Home Delivery partner, investigated and introduced improved delivery methods and extended choice to customers.
- Introduced new packaging specifications for home delivered products
- Changed working practices to reduce Upholstery fabric stocks by over 15%
- Purchase of Ocean and European freight for Habitat UK.
- Purchase of company stationery, packaging and carrier bags

International Procurement & Franchise Manager Jan 84 – May 92

- Simplified buying, payment and currency terms across all suppliers.
- Introduced an International Supplier guide and manuals
- Set-up and managed Buying offices/Agents responsible for assisting the company buyers in the sourcing of new suppliers, management of company purchase orders and negotiation of prices
- Managed the Franchise division consisting of 13 stores and 20 concessions across 7 countries.
- Introduced process for direct purchase from Asia to Asian Franchises
- Tested seasonal buying through an IKEA subsidiary for the Group.

Contract Sales Manager Jul 82 – Jan 84

- Managed the Contract Sales division with a turnover of £4m p.a., dealing with 'turn-key' projects across the world.
- Developed a 'House pack' product to 2 major house builders within the UK as part of their marketing and sales initiatives.

Store Manager Birmingham Jan 82 – Jul 82

Additional Employment History (1975-1982) available

Additional Information

- 2 'A' Levels
- Affiliate of the Institute of Transport and Logistics (Membership pending)
- Committee member of the CILT Outsourcing & Procurement Forum
- Attended numerous external training courses
 - Time Management
 - Predictive Index Management
 - Negotiation Skills
 - Purchasing and Supply Management
 - Project Management