



Paul Byers | Biography



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Paul has joined John Scutt at The Lindfield Partners Pty Ltd trading as Essential Management Services™ from July 2014 as a Partner and senior consultant following a 4 year stint as contract CEO with Cavitus Australia, an early stage food technology and manufacturing company.

Paul has a strong background in branded FMCG/Food and Beverage (companies including Cadbury, Unilever, Sara Lee and General Mills) in roles covering Quality, Manufacturing, Sales and General Management.

Over the last 10 years, Paul has built and run businesses in the B2B environment (within Australia and the Asia Pacific) so very much understands the importance of being able to build strong relationships in various cultures and the need to continually create added value with your offer for the customer.

During the last 4 years working in the SME space (with all of the challenges faced) Paul has developed a real passion and desire to see SME's in Australia survive, grow and develop locally and within the Asia Pacific region. Privately held and family managed SME's often struggle in a range of areas and the Lindfield Partners team is able to assist in working with its clients/partners through the vast array of issues being faced.

There are a complete range of business services including:

CEO Mentoring, Business Succession Plans, Strategic Business Plans, Company Valuations, Mergers & Acquisitions, Operations Due Diligence, Debt and Equity Raising, Sales & Marketing Plans, New product and services launches, Commercialisation of Intellectual Property, Government Tenders, Company Secretarial and Executive Search for mangers or Board members.

Philosophy

Paul is committed to working with businesses and teams who really want to achieve sustainable results quickly delivering for all stakeholders.

In Australia there are many early stage businesses with great ideas and very capable business people, however as a country we continue to underperform in delivering long term viable businesses. Paul believes we tend to spend too much time in internal matters and not enough time looking and learning from the external environment (this is where our consumers, customers and competitors are all doing business) changing with the times and innovating new products to meet customer needs.

Structure and process are not just for our Manufacturing teams...they are equally as important to Sales, Finance and Administration teams.

In order to be successful in business we need to be disciplined in our thoughts and our actions, when we make plans we need to be able to ensure we execute them well....we need to follow up, follow up, follow up in a disciplined and focused way.

Experience

Paul has more than 25 years' experience in managing organisations in the FMCG/Food and Beverage environment (Cadbury, Unilever, General Mills and Sara Lee) with a B2B skew in the past 15 years. Paul has been involved in a number of site and business mergers and is an experienced change/project manager in both the manufacturing operations and sales organisation spaces. In his professional career Paul has been most successful in "turnaround" assignments where fast change has been required to arrest difficult times, Paul is a hands on manager who is not afraid to work alongside SME teams and get "dirty hands".

Over the past 2 years Paul has worked on Operational Due Diligence projects involving an Australia wide review of 20 individual food service and coffee businesses, undertaken investigation of coffee roasting businesses for acquisition and advised a new food manufacturer on their strategic expansion in Australia and the US.



Education

Bachelor of Applied Science in Food Technology (RMIT, Melbourne)

Participation in numerous training and development courses with leading University contributors covering Business Strategy, Leadership and Organisational development. Miller Heiman sales process training, Continuous Improvement, Manufacturing Excellence.

Directorships History

Sara Lee Australia (2005–2009) As Managing Director of the Sara Lee/DE Out of Home Coffee business (DECS) responsible for the Asia Pacific and based in Australia, Paul was a member of the local Board of Management for 4 years.

Cavitus Australia (2010–2013) As CEO of Cavitus for his tenure Paul was a member of the Board of Management for 4 years.

Cavitus Malaysia (2012–2013) Cavitus Malaysia was a subsidiary of Cavitus Australia, Paul was a non-local Board Member from the date of creation of the entity though to his completion of service in late 2013.

T&CO (Malaysia) (2014) Start up enterprise in Beverage/Coffee space in Malaysia, servicing the Out of Home market, Paul is one of the founding shareholders of T&CO.

Board and Executive Career Highlights

- **Cadbury Schweppes Graduate Program**

Direct from University following completion of thesis on Food Safety/HACCP. Member of Cadbury Management group relocated to Red Tulip (Scoresby) site following acquisition.

- **Production/Manufacturing Manager Unilever/Unifoods**

Involved in consolidation of Tea Manufacturing assets (site closure and asset relocation), focus on best practice, line performance improvement and cost competitiveness. Part of commissioning Management Team, Tatura Wet Foods (tomato) processing facility following multi-million dollar upgrade.

- **Plant Manager Pillsbury/General Mills**

Joined Pillsbury (Latina plant) following acquisition from Pacific Brands, change management focus

- **Sara Lee/DECS**

Joined the Sara Lee business in Sydney as Plant manager responsible for manufacturing and warehousing operations, emphasis on productivity improvement, waste and cost reduction as well as outsourcing non core activities.

Promoted to General Manager of DECS (Out of Home Coffee) activity responsible for all B2B sales around Australia. During tenure growth of Street business (Cafes) and National Accounts (Hotels, Caterers, and Transport) led to profitable and stable business. Acquired NZ distributor entity and built business in NZ.

Promoted to Managing Director of Sara Lee (Out of Home Coffee) Asia Pacific responsible for Australia, NZ and Asian region from South Korea, Japan through to Fiji. Changed model in identified "growth" countries from distributor to own business (opened own entities in Malaysia, Singapore, Thailand, Hong Kong and China). Wrote and executed Strategy for each new entity.

- **Cavitus Australia**

Joined Cavitus as CEO following time as consulting to business in Sales Process.

Over 4 year period worked with team to bring ideas from prototype to commercial reality, emphasis on need to focus on dealing with markets with potential and a willingness to investigate new and innovative technologies.

Ongoing exposure to VC's in Australia and also high net worth individuals/angels for funding.