

Simon Wingfield Profile

Simon is a globally recognized multi-category executive across several business sectors, with extensive business management experience.

In a career spanning over 30 years, he has held senior positions in trading, procurement, category management, brand marketing, shopper marketing, and supply chain. He has extensive experience and expertise across Europe, Africa, South-East Asia, and North/Central America leading teams and projects in product assortment, price mechanics, global and regional branding, promotional campaigns, format development, operational process, and training.

Simon has led several sustainable and profitable growth programs across the multiple grocer, wholesale, and convenience sectors, working (and leading) cross-functional projects with strategy, M&A, procurement, finance, data, research, and human resource teams. He has managed many complex projects with key stakeholders in large organizations (including BP and Royal Dutch Shell).

He started his own management consultancy practice in 2022 under the name Wingfield Consultants and has been working on several client projects, most recently for a large UK bakery supplier. Under the headline 'Helping businesses drive growth and profitability' the consultancy has designed (and delivered) the successful execution of projects including strategic category plans, digital branding, and training to clients.

Throughout his career Simon has been a driven, personable, and highly motivated individual with strong leadership, project management, business development and communication skills. A self-starter he has a proven track record in strategically leading teams, projects, and categories to successful growth, increased share, and profitability.

Born in Norwich in the U.K., Simon obtained his Classics degree at the University of Kent and has accreditations for Leadership and Marketing from Cornell and Northwestern University. Simon is an Associate Tutor at the University of Anglia's Business School. He is based in the U.K. after international travel and experience for several years.