



Project in Profile: Pinneys of Scotland

John Nicholson, Ghost Managing Director, successfully completed a 6 month assignment as Commercial Director for Pinneys of Scotland, part of Uniq Foods plc.

The role included:

- Overall operational responsibility for the Commercial function
- Achievement of sales and margin targets
- Development and implementation of the Commercial strategy
- Development and appointment of an "in-house" candidate to the role of Commercial Director
- Development of all members of the Commercial team

Pinneys, a major supplier of smoked salmon, prawn and other fish products to Marks and Spencer plc, has a strong worldwide reputation for high quality and innovation.

In conjunction with the appointment of a highly dynamic executive team, the business is gearing up for steady growth in the UK and International market place.