



Sean's career spans almost 30 years in executive leadership team roles and leadership positions with global corporations and consultancies including Heineken, Coca-Cola HBC, Diageo, Guinness and BCW.

The majority of his corporate experience has been as Chief Corporate Affairs & Sustainability Officer within the CPG industry. This followed several years as a Senior Adviser to international governments on the planning and implementation of national privatisation projects and as a consultant to global businesses on policy, sustainability and communication issues.

Sean has diverse P&L experience including agency management, MD of a major sports joint venture, licencing, retail operations and 'destination' consumer experience centres.

Alongside his executive roles, Sean has been Chair of the global drinks industry's two main bodies, served on international investment committees and acted as Trustee and board member of local and international charities.

He is the founder of a consultancy focused on strategic and structural transformation, a Non-Executive Director at the Fairtrade Foundation - the world's largest fair-trade system and most recognised ethical brand, and senior adviser to a large urban regeneration initiative in Northern Ireland.

Sean has lived and worked in seven countries and is a passionate Lancastrian, rugby fan and classic car enthusiast. He is married with two adult daughters.