

movers & shakers

AB InBev's MacFarlane moves to Eastern Europe

Vince Bamford

Stuart MacFarlane is giving up leadership of AB InBev's UK operations and moving to Moscow to run its Eastern European business.

MacFarlane, who becomes zone president for Central and Eastern Europe from 1 January next year, will be replaced by Inge Plochaet, currently AB InBev's commercial vice president for Western Europe.

Industry observers have said MacFarlane's promotion makes sense for the business as the Eastern European market has greater potential for growth than the UK. "He has done a good job here and the company will be looking to expand in Eastern Europe," said one. "The region has had a difficult time but is seeing growth now."



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MacFarlane has been with AB InBev for 20 years. He became president of the company's UK and Ireland operations in 2008, and led the business through the integration of InBev UK and Anheuser-Busch.

Under his leadership the company has rolled out

products including Stella 4%, which was hailed as the most successful alcohol launch of the past 10 years following its rollout in 2008. However, sales have since fallen 29.7% year-on-year to £46.7m [Nielsen 52w/e 14 May 2011], as the company switched its pro-

motional focus last year to Budweiser, which has grown 22.6% to £248.9m over the same period.

This year the company entered the cider category with Stella Artois Cidre – a product pundits believe would be a good fit with the Central and Eastern European market.

"The company is probably looking at the global market for cider, and the US and Europe will be key to this," said one observer.

MacFarlane said he was looking forward to his new role but added: "My priority remains with our customers here, and ensuring a smooth transition to my UK successor."

Plochaet joined the business in 1995 from Procter & Gamble, and her career at AB InBev has included sales and supply chain roles.



I Want That Job

First Drinks is the UK's leading supplier of premium spirit brands in the off-trade. It prides itself on attracting top talent and supporting staff with clear career development paths. It is now offering a range of outstanding opportunities for the very best graduate-calibre sales and marketing talent across the fmcg sector. These include roles in field sales on-trade, customer marketing, category management and national account management in both on-trade and grocery & convenience off-trade. See p85 for details!

MY ALTERNATIVE CV



Mark Garcia-Oliver MD of The Fresh Pasta Company, on Saturday Night Fever, spiders and being Pastaman

What was your first-ever job? Renting skis in Courmayeur, during the winter holiday.

What was your worst job interview? Well, I don't recall a terrible interview but I remember getting a job through an agency and starting 10 minutes later. By the time my lunch break came round I couldn't hack it any longer. I left and never went back!

What was the first music single you bought? I believe it was a cassette of Saturday Night Fever.

How do you describe your job to your mates? I am Pastaman!

What is the most rewarding part of your job? Just seeing people's faces when they try our pasta and realise that shop-bought fresh pasta can

be amazing quality – we sell happiness!

What is the least rewarding part? Not seeing our products more widely available. But we're hoping that will change in the near future.

What is your motto in life? Things are good and getting better.

What's your nickname? Pastaman!

If you were allowed one dream perk what would it be? If I could I would have a company helicopter – my life would be much less frantic if I did!

What's your favourite movie and why? Top Gun. I watched the movie 15 times in the first 13 days it was showing. I love flying and used to be a helicopter pilot.

What has been the most embarrassing moment in your life? You know, I think I've blocked them all from my memory – I'm sure they'd be much too embarrassing to recount here.

Do you have any phobias? Spiders. It's shameful but when they're in the house I have to get my wife to get rid of them for me.

If you could pick a celebrity to join your staff who would it be and why? Jeremy Clarkson, because I love his honesty. Then again he would probably upset all the buyers so maybe not...

If you could change one thing in the grocery industry what would it be? It would be great if there was a way to allow customers more power in choosing the products they want to see appearing on the shelves.

What luxury would you have on your desert island? I'd need two as I wouldn't want one without the other – music and wine.

What animal best reflects your personality and why? A terrier – I've got loads of energy and I'm not always in a good mood but nearly always.

“By lunchtime I couldn't hack it any longer. I left and never went back!”