



**Sorrell Fearnall**

## Curriculum Vitae

**Name:** Sorrell Fearnall

**Nationality:** British

**Postal address:** 19 York Road, Beverley, East Yorkshire. HU17 8DP

**Email address:** sorrell@gmx.co.uk

**Mobile phone:** + 447775663485

**Motor details:** Car owner's full license

**Flexibility:** Competent and professional working remotely, Open to travel.

**Transferable Skills:** Strategic thinker, *include business development, opening up of new markets, Researching funding opportunities and writing bids, sales presentations, development of long term client engagement and retention. Speaking to CEOs and board members to define sales and CSR strategies .*

*A senior Business Developer with over 16 years developing my own company and scaling. Working with large companies to help define and develop their Corporate Social Responsibility profiles. These include Nestle, Cargill, McCains, Northern Foods, Mcdonalds, Warburtons, Westminster, The School Foods Trust. Applying versatile solutions to a range of issues.,*  
these include:

- **William Jackson Food Group** – Working with the board to rebrand The Food Doctor Brand and setting up a panel of experts including dietitians, nutritionists and chefs.
- **Tesco** – Project Manager, Growing for school initiative in 250 primary schools, sourcing schools, developing lesson plans, developing and sourcing products to budget for onboarding packs and reporting on the initiative to the board.
- **The Gluten Free Bakery** – Working with a start up to set a route to market and develop a company structure.

## Work Experience

**Consultancy** – Since leaving Purely Nutrition I have worked on various projects across different sectors  
**Hull Serviced Apartments-** Maternity Cover. Helping grow the business from 48 units and add a further 84 through a £3mil acquisition of an old convent in Hull. Setting up an operational team to grow online presence and increase revenue.

- **Green Living Solutions**, set up business plan, secured funding, set up of company structure.

**Current** – Since 2019 I have been a live in carer across the UK, working with everything from Strokes and severe disabilities to Alzheimer's and Vascular dementia. I get a great deal of satisfaction from this role which includes 24/7 support while living in her home. I believe this role, whilst has not furthered my career shows that I have patience, dedication, trust and the need to think on my feet to keep a person engaged and cared for.



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**Current:** Since October 2017 I have developed a portfolio of properties which are now completed and rented which I continue to source as a hobby.

**Position: Managing Director & Non Exec**

**Company: Purely Nutrition Ltd** – Developed an e-commerce based platform providing e-learning for the

Education and business sector on childhood obesity. Tailored Nutritional solutions for FMCG clients,

**Duration** Dec 2004 - October 2017

**Duties:**

- Co-founded and was responsible for all sales and business development activity from a standing start through to a turnover of £1.5 million per annum
- Acquisition and development of multiple corporate accounts including a key account with a major FMCG brand of £850k
- Development of the <http://www.phunkyfoods.co.uk> teaching portal with over 3500 active pages.
- Development of the PhunkyFoods training programme and City and Guilds certificate.
- Management of the public tendering process and the nationwide team that delivered on the education programmes.
- In depth knowledge of sourcing and selling into CCGs namely, Croydon, Crawley, York, Newcastle. Stockton, Wolverhampton, Berkshire, Islington, Dorset, Cumbria, Girvan, Sussex, Halifax with each sale being approx £55k per annum with each account being a 3 year sign up.
- Development of a Corporate Social Responsibility programme and working with Board Members of large enterprises to promote the schools nutrition programme, namely Nestle Worldwide, Cargill and McCains
- Public speaking at International sales and marketing events
- Managing nationwide team of 22 to communicate key messages and work with local stakeholders to make relevant conversations.
- Creative publicity to create awareness and in turn lead generation.
- Redeveloped food offering for Merlin entertainment across all sites including Alton Towers, Legoland, Madame Tussards.
- Redeveloped the happy meal for Mcdonalds to get down the offering to 150 calories. Developed the wrap of the day and put in the european supply chain.
- Developed the “Be good to yourself” range for Marks and Spencer.

**Skills:**

- Self Starter, Can do attitude, Cold calling, business development, solution selling, presentation and closing.

**Achievements:**

Was selected for the Goldman Sachs accelerator 10,000 social small business leaders course at Leeds University which offered me mentoring in my chosen career. Helped numerous small business to gain traction from standing starts through to established business.

**Reasons for Leaving:**

I sold the company.

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**Position: Senior Sales Account Manager**

**Company: Barker Brooks Media** - media and publishing house

**Duration (from – till):** Oct 2003 - Dec 2004

**Duties:** I was responsible for the publication Spa World. This was a start up magazine and looked at destination spas around the world. My main duties included lead generation, business development, account management and target achievement.

**Skills:** Sales, interpersonal and negotiation

**Reasons for Leaving:** To establish Purely Nutrition

**Position: Business Sales Executive**

**Company: Ethos Events** - event management company

**Duration (from – till):** January 2002 - Oct 2003

**Duties:** My role involved the development and commercialisation of event concepts to completion. Business development, promotion and of securing sponsorship of all Football grounds In Ireland and the Rep of Ireland international team.

**Skills:** Market research, business development, sales, presentation, public speaking and event management

**Reasons for Leaving:** Relocating back to the UK

**Education**

**Goldman Sachs, 10,000 Small Business Leadership**

Leeds University March 2014 – September 2014

**Diploma in Prince 2**

Sep 2014

**BA Hons degree in Fine Art**

University of Brighton

Sep 1997 – May 2000

**HND Hotel and Catering Institutional Management**

East Yorkshire College

Sept 1994 - 1996

**Interests or Hobbies**

My hobbies involve swimming, yoga, music and networking

**Employer References:**

Available on request

**Why I would like to further my career as a Senior Sales Professional:**

Over the last 15 years my core focus has been on business development whether it was representing a new product or identifying markets. I relish the challenge of breaking boundaries, setting goals and putting effective plans in to overachieve. Having sold extensively to the educational, public health and business sector, I know I possess a skillset that can navigate complex sales cycles and tenders, I would very much enjoy achieving great sales again and the rewards that come with success.