

VIVAN PINTO

CHIEF EXECUTIVE OFFICER & MANAGING DIRECTOR

An accomplished senior executive with 25+ years of international experience, providing inspirational leadership. Motivated and results-focused with a proven track record in commercial and marketing leadership, overseeing acquisitions, leading business operations and delivering success in Consumer Health brands. Highly skilled in developing and implementing business strategies, delivering operational efficiency and supporting digital growth.

PROFESSIONAL EXPERIENCE

Byotrol Plc, Chief Executive Officer, 2022 – 2023 (London, UK)

P&L, Operational and Organisational responsibility for £5m global SME:

- Restructured and consolidated the organisation, built the sales function
- Launched 1st and 2nd stage of technology platform with Anigene in Nov 2022 and Chemgene
- Developed 5-year strategy to transform the business, shared with investors
- Rationalised the product range and improved gross margin by 6%pts to 43%

Johnson & Johnson Consumer Health, 2007 – 2021

Area Managing Director, Vice President – South and Sub-Saharan Africa (Cape Town, South Africa)

P&L responsibility for \$152m business across 21 countries:

- Maintained 4-year CAGR sales growth of 6%, while improving profitability and gaining share consistently
- Launched Nigerian local operation in 2018, ahead of target by 2020 achieving sales \$5.5m +36% vs PY
- Diversity and Inclusion lead for South Africa, securing first ever government recognition from the South African government

Senior Commercial Director – Nordics (Stockholm, Sweden)

P&L responsibility for \$200m business in the 5 Nordic countries:

- Accelerated 3-year CAGR sales growth to 5%, with consistent share gain
- Restructured country operations to drive Nordic scale achieving a 10% reduction in SGA ratio

Marketing Director, Consumer Health (CHC) and then OTC Portfolio – Northern Europe (London, UK)

Responsible for the marketing division in \$200m CHC portfolio and then \$500m OTC portfolio across UK/IRE and the Nordics:

- Northern Europe Lead for Media, Digital & E-commerce
- Restructured marketing in Northern Europe achieving \$14m savings

Group Marketing Manager, Oral care – UK and Ireland (London, UK)

- Responsible for \$98m portfolio with 5 direct reports:
- Achieved 15% CAGR on Listerine moving from No.5 to the No.3 Oral care brand in the UK

Pfizer Consumer Healthcare, 2003-2007

Marketing Manager, URT – CEER (Prague, Czech Republic)

Senior Brand Manager, Allergy - UK (London, UK)

CDC Capital Partners Plc, now Actis Partners, 2001-2003

Senior Investment Executive (London, UK)

Reckitt Benckiser, 1998-2001 (London, UK)

Brand Manager – Senokot, Buccastem, Global Pharmaceuticals

CONTACT DETAILS

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[LinkedIn](#) & [Website](#)

SKILLS OVERVIEW

- Executive Leadership
- Marketing Strategy
- Digital and E-comm Strategy
- Business Profitability
- Acquisitions
- Business Development
- Organisational Alignment
- Financial Analysis
- Brand Management
- Stakeholder Engagement

EDUCATION

1995 to 1996: MBA from Imperial College, London, UK

1994 to 1995: MSc in Intellectual Property Law from Queen Mary College, London, UK

1991 to 1994: BSc in Biology, minor in British History from Duke University, Durham, USA

ADDITIONAL INFORMATION

Interests: Spending time with my family, playing guitar, piano and clarinet, passionate about cooking a variety of cuisines

British Citizen

REFERENCES

On request