

NINO STRUIK

UK, London



reckitt®

Education

2010 - 2014



Sport Academie / CIOS

2014 - 2018



BSc. Farmakunde

- Minor: Finance for non-financials
- Wiskunde C

- Cambridge English
- IELTS



2018 - 2019



MSc. International Business & Management

- 180EC
- International Business Strategy
- Theories of International Business
- Comparative Business and Management
- Frontiers of International Business and Management
- Research Methods and Data Analysis in International and Comparative Business
- International Entrepreneurship
- Responsible Business and Management
- Marketing Issues in International Business

- THG

2019 - Today



Loopbaan

2019



Senior Global Sales Analyst
Pharmacy & Drug

- Chains + Independent Pharmacies
- Wereldwijd

2021



Senior Global Sales Analyst
Pharmacy & Drug

2021



Global Account Manager
Walgreens Boots Alliance

- Chains & Independent Pharmacies
- EU, LATAM, MEAST & ASIA

2022



Digital Account Manager
eGrocery

- Tesco, Sainsbury's & Waitrose
- UK only

reckitt® - #1 merken in de relief categories in de UK



Reckitt- OTC strategic partners with leading UK Grocery & Pharmacy retailers...



#1 GROCERY HEALTHCARE SUPPLIER

Sainsbury's

TESCO

WAITROSE
& PARTNERS



SUPPLIER OF
THE YEAR

Boots

OMNI CHANNEL
SUPPLIER OF
THE YEAR [★]
Superdrug



TESCO

Sainsbury's

ASDA

Morrisons

WAITROSE
& PARTNERS

Boots

Superdrug [★]

(Senior) Global Sales Analyst – Pharmacy & Drug



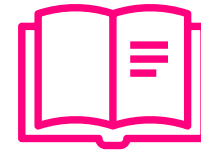
Global Performance Tracking

- Global P&L
- Global sell-out
- Global distribution
- Mystery Shoppers



Country Deep-Dives

- Consultancy projecten in Brazil, Mexico, Spain, Italy & Germany
- Op aanvraag van country CEO's
- Voornamelijk gefocust op 3D and GTM
- Soms in samenwerking met 3rd partijen



Global Pharmacy Playbook

- Richtlijnen voor Pharmacy & Drug Channel, voornamelijk:
 - Processen van data
 - Detailing
 - Distributions
 - Displays
 - GTM



Global Account Manager – Walgreens Boots Alliance



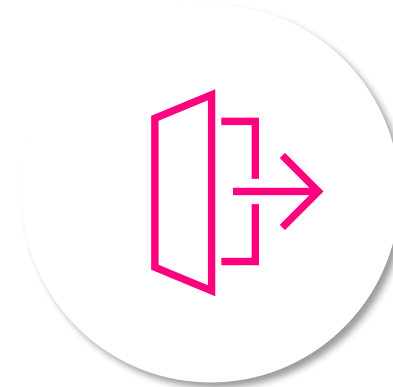
Country Optimisation

- Herzien van strategieën
- Tracking van finance, sell-out, distribution en supply
- Global support verlenen bij projecten
- Global workshops



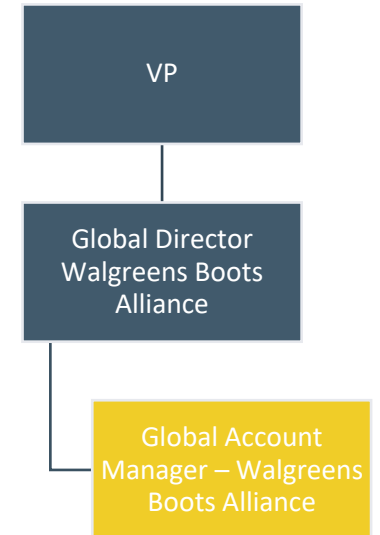
Customer First

- Reckitt vertegenwoordigen vs. senior WBA stakeholders
- Samenwerking met o.a. lokaal / wereld trade marketing, shopper insights en brand



Global Customer Deprioritisation

- Alphega pharmacy → ABC
- Ontwikkelen van exit strategie
- Review van wereld and lokale contracten



Digital Account Manager – eGrocery



Boost eCom Knowledge

- Offline teams bijscholen
- Uitzetten van UK learning programs
- Support global met het ontwikkelen education stukken



Develop eCom strategies

- Customer tailored eCom strategies
- Media strategies
- .com verbeter plan
- “Face” voor eCom externally
- Constant meetings met offline teams



Cutting Edge Projects

- Online pick-store planogram
- Online Distribution Data Tool
- Unique partnership programs

