

Commercial History: Bill Floyd Managing Director, Floyd Marketing Ltd –

Personal:

Name: William (Bill) Floyd
Gender: Male
Birthdate: 1 July 1947

Background: Blackcurrants

2005-2015: consultant/advisor to New Zealand company, Sujon Berryfruits Ltd

- Strategic planning and New Product Development with emphasis on use of blackcurrant for sport performance

2006-2008: Manager NZ Blackcurrant Advisory Service (NZBAS)

- Established the NZBAS for the NZ grower industry
- Worked with NZ scientists and chefs to incorporate blackcurrants into research projects regarding human health, and with chefs to use blackcurrants in menu development.

2009-2015: General Manager International Blackcurrant Association (IBA)

- Responsible for the development of the IBA as an international organisation.
- Responsible for increasing the use of blackcurrants in various health research projects around the world.
- Retired IBA July 2015.

2015 - August: **Appointed advisor to the Japan Blackcurrant Association (JBA)**

- Responsible for collating information from various science teams around the world and providing to the JBA for use by Japanese researchers and marketers.

Background: other experience

45 years as consultant and strategist to various New Zealand (NZ) and USA industry groups and companies, including:

NZ Beekeepers Association; NZ Manuka Honey industry; NZ Aquaculture industry (mussels/salmon/oysters); NZ Lavender industry; NZ Elk Wapiti association; Hunters Wines Ltd, Marlborough Wine & Food Festival; NZ dairy industry (cheese/butter); Sealord Ltd; USA Honey Board; USA Pacific Shellfish Growers association; USA National Organic Aquaculture Workshop Group.

Director/presenter of Food & Beverage Workshops and Trade Shows in NZ/Australia/Japan/Hong Kong/USA/Canada, including:

World Association Cooks Societies; International Association of Culinary Professionals, International Caterers Association; Culinary Institute of America New York Wine & Food Societies; NZ Food Writers Guild; NZ Chefs Association; Disciples Escoffier Hong Kong.

Examples of Endorsements –

- *“Bill demonstrates exceptional communication and interpersonal networking skills, through solid strategic planning; creating an environment that has given structure and purpose for our eleven country members. Bill is pivotal to our success in bringing together the highly differing cultures of those eleven nations. Bill brings to our table a very high level of professionalism and ethical integrity and a unique passion that attracts positive support from all parties.”* **Jim Grierson, President International Blackcurrant Association December 2012.**
- *“On a personal note I was very impressed indeed with the energy and enthusiasm you brought to the show and have rarely seen anyone work harder in that sort of environment.”* **Rod McKenzie, Manager Asia/Food & Beverage, NZ Trade & Enterprise, FoodExpo Japan 2008.**
- *Dear Bill. Thanks so much for your tireless work in putting together the NZ Masterclass. It was phenomenal. On behalf of the department of education at The Culinary Institute of America, I would like to thank you for an outstanding educational experience for our students.* **EVE FELDER, M.S., C.E.C., C.H.E - Associate Dean for the Culinary Arts - The Culinary Institute of America - New York- October 2005.**
- *“Floyd Marketing are an innovative and enterprising team who consistently enthuse us with their ideas....our two year collaboration with (them) has produced excellent results... for promoting U.S. honeys”* **SHERRY JENNINGS -, Executive Vice President -, National Honey Board USA - 2000.**
- *"Bill can take much of the credit for manuka honey being turned from a difficult-to-sell honey to a NZ and world icon..... his enthusiasm and communication skills (are) fundamental to his ability to open doors and present opportunities."* **Peter Bray, Mg Dir - Airborne Honey - 1996.**

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