

Brian Moore

EMR-NAMNEWS Ltd.

Brian is Managing Director of EMR-NAMNEWS Ltd., a marketing/sales consultancy, training and publishing company working in the Food, Health & Beauty and Retail sectors.



The company publishes [NamNews](#), a global newsletter for Key/National Account Managers (KAMs/ NAMs), with over 5,000 subscribers, and [KamCity.com](#), a website providing news, tools and information for KAMs/ NAMs, and related departments working in the FMCG retail / manufacturing industry.

Following a key account and marketing background in Sandoz-Wander (ethical & OTC pharma) and Wella Hair Cosmetics, Brian has over the past 30 years conducted a wide variety of consultancy and training projects (Trade Marketing, Finance, Key Account Management, Category Management, Global Customer Planning and Management) for FMCG clients in the UK, Continental EU, C&E Europe, Middle East, Asia, Australia, and the Americas. Currently he divides his time 50:50 between UK and abroad.

He has spent the past 15 years helping clients manage their global business in the key retailers such as Wal-Mart, Tesco and Alliance Boots. This hands-on experience of how these global players impact upon their home and overseas markets, combined with a detailed knowledge of the retail market, places him in a unique position to help companies explore the immediate and longer term impacts upon suppliers and retailers of globalisation and trade concentration.

Past and Current Clients Include:

Supplier

- Brita
- Beiersdorf
- O2
- Coty
- IPC magazines
- Johnson & Johnson
- Kimberly-Clark
- Lanson
- Le Creuset
- LEGO
- L'Oreal
- Philips Consumer Electronics
- Philip Morris
- Reckitt Benckiser
- Sara Lee
- Unilever

Retail

- Dansk Supermkd
- Eppco (Dubai)
- Emarat (Dubai)
- Abu Dhabi Coop (Dubai)
- Panda (Saudi)
- Delta M (Serbia)
- Trinethra (India)

Consultancy and Training Assignments

- **Global Account Management:** UK, Americas, EU, Asia
- **Trade Spend Management:** Australia
- **Pricing Negotiation & Management:** UK
- **Managing Global Customers Locally:** Dubai, SE Asia
- **Global Acct Planning:** Europe, NAFTA, Canada, South America, SE Asia
- **Global Account Management Policy With Local Application:** Europe, SE Asia, China And US + Latin America
- **International/Local Customer Planning, Management And Negotiation:** Central & Eastern Europe
- **Local Customer Management & Negotiation:** Dubai
- **Category Management & ECR:** EU
- **Category Management With Key Suppliers:** UK Multiple Retail
- **Customer Management, Account Plans, Negotiation:** Europe & SE Asia
- **Category-Based Joint Negotiation Workshops With Key Suppliers:** Multiples & Forecourt Retail

Publishing

Brian's insights and tools have been published extensively in the trade press, both in the UK and abroad (*more [here](#)*).

Articles published include:

- Middle East Grocer
- The European Retail Digest (Oxrim)
- Retail Asia
- Australian Convenience Store News
- Admap (Marketing & Advt Agencies)
- New Zealand Convenience Store
- 'Top of the Net' - Retail IT e-magazine
- UK Housewares Newsletter (BHHMA)
- Middle East Pharmacy
- Cue Entertainment

KamCity.com

- [NamNews](#) - for the latest retail industry news.
- [KamLibrary](#) - for papers covering key issues, tools and techniques relating to the retail industry.
- [KamTraining](#) - latest details of our training programmes.
- [KaMediabytes](#) - Industry issues and Key Account tools, discussed by Brian Moore.
- [NamCalc](#) - essential tools and financial calculators to improve dealings with major customers.
- [KamWords](#) - industry jargon defined and explained.
- [World of Retail](#) - facts and figures on the key global retailers.

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