

Brian Moore

EMR-NAMNEWS Ltd.

Brian is Chief Executive of EMR-NAMNEWS, a marketing/sales consultancy, training and publishing company working in the grocery and pharmacy retail sectors.



The company publishes [NamNews](#), a global newsletter for Account Managers, 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 career in food and health & beauty, 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 equally between the UK and abroad.

His work includes helping clients manage their global business in the key retailers such as Walmart, 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 key issues in the market and develop training programmes to deliver account objectives that meet customer needs.

Brian also writes for [KamBlog](#), providing insights on key industry issues.

Full client list available on request

Consultancy and Training Assignments

- **Global Account Management:** UK, Americas, EU, Asia
- **Trade Spend Management:** Australia
- **Pricing Negotiation & Management:** UK
- **Managing Global Customers Locally:** Dubai, Asia
- **Global Acct Planning:** Europe, NAFTA, Canada, South America, SE Asia
- **Global Account Management Policy With Local Application:** Europe, SE Asia, and US + Latin America
- **International/Local Customer Planning, Management And Negotiation:** C&E 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 (*more [here](#)*).

Publications include:

- Middle East Grocer
- European Cosmetic Markets
- 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](#) - latest retail industry news
- [KamLibrary](#) - papers covering key issues, tools and techniques relating to the retail industry
- [KamTraining](#) - details of our account management training programmes
- [KamBlog](#) - industry insights and discussion
- [NamCalc](#) - essential tools and financial calculators

Contact

Email: bmoore@namnews.com
Tel: +44 (0)845 643 4481

EMR-NAMNEWS Ltd.

Venture House, 2 Arlington Square, Downshire Way,
Bracknell, Berkshire, RG12 1WA, United Kingdom

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