



GEORGE ROBINSON

MANAGING CONSULTANT

From a background in retail, I've worked in the FMCG/Consumer team at PIE since 2020. I work across businesses of all shapes & sizes but have a particular interest in the SME challenger brands redefining the UK grocery landscape.



AVERAGE TIME TO HIRE:
22 DAYS



NPS SCORE
+86



AVERAGE TIME FROM BRIEFING TO SHORTLIST SUBMISSION:
2.3 DAYS



RECENT ROLES RECRUITED:
National Account Manager: £55,000
Shopper Marketing Manager: £60,000
National Account Executive: £45,000
Brand Manager: £50,000



LINKEDIN REACH:

Inmail Acceptance Rate: 26.8% v industry peer average of 16.8%
Job View to Apply Rate: 12.8% v industry peer average of 8.8%
Job Views: 37% higher than FMCG competitor peer average over last 12 months
Circa 113,000 company page followers
Recognised as Top 25% of LinkedIn Recruiting Teams 2023 & 2024

SOME OF MY KEY CLIENTS

VITAMIN WELL

KIDDYLICIOUS
it's delicious

POLLEN + GRACE



HOLY MOLY



GALDERMA

RECENT TESTIMONIAL

“THIS HAS HANDS DOWN BEEN THE MOST IMPRESSIVE, PROFESSIONAL, HIRING PROCESS THAT I HAVE HAD.”

CONNECT



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