



A BIOTIFUL STORY



WE'VE A GUT FEELING ABOUT THIS

When PIE's MD, Will Gardner met Biotiful Gut Health CEO, Natasha Bowes, in late in 2017 via a recommendation from a mutual connection, who knew it would be the start of something bio-tiful?

The business was producing an award-winning range of kefir drinks with natural health benefits – established back in 2012, they were the first kefir product to market in the UK - and were in the process of firmly positioning themselves as category leaders, establishing listings across all major retailers/supermarkets. With a headcount of 8-10 people and a turnover of c £3M, they were on a transformative journey. Natasha had a laser focused vision of where the business needed to go to achieve her objectives and was looking for a recruitment partner with extensive experience in the FMCG & Consumer sector to help build out the commercial team she'd need to take the business to the next level and beyond.

Enter PIE Recruitment.

Over the last 5 years, PIE has worked closely with Natasha and, more latterly, her leadership team to help evolve the business to the brilliant, industry leading brand it is now – currently circa 40 heads with a £38M turnover.

PIE works right across the commercial disciplines - whether it's, sales, marketing or digital, we have huge networks of candidates in the FMCG space and the ability to quickly respond to client need.

These are just some of the roles we've recruited for at Biotiful since 2017.

- Convenience Controller
- Head of Grocery
- Head of D2C
- Head of International Sales
- Senior National Account Manager
- Junior National Account Manager
- National Account Executive
- Category Manager
- Shopper Marketing Manager
- Digital Marketing Manager
- Marketing Manager
- Design & Artworks Manager

Alongside bags of NPD, Biotiful is currently extending and consolidating its international operations across Europe and APAC and PIE is proud to be continuing to support that journey – we're looking forward to seeing just how far this business will go. Our guess is world domination...

FANCY A CHAT?

Will Gardner

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