

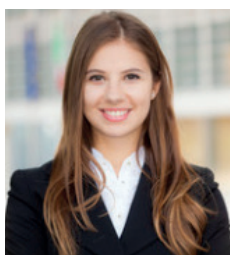
FICTIONAL EXAMPLES OF FLP CANDIDATES



Greg Parsons - Head of Digital – 35 yo

Manufacturer, National company - USA

Greg is an accomplished senior digital and marketing executive with a track record of driving growth in the highly competitive retail space. In his current role, he played a pivotal leadership role in attaining first-in-market status by conceptualising and leading the digital outreach of a cross-teams initiative to develop a Health & Wellness programme targeted to customers. By developing critical and strategic relationships with the world's largest online platforms, and by identifying and managing the acquisition of 2 start-ups to accelerate their work, he captured 3.5% market share from the largest competitor and established brand loyalty among a key target.



Anna Larsen - International Account Director – 29 yo

Service Provider, Global company – Germany

Anna is a rising star who will take on more geographical regions and accounts under her responsibility, following her outstanding performance on a customer relationship project for the local branch of a major global retailer company. Her leadership brought together different players and identified new market opportunities for the customer; results were so good that the project was embraced by the retailer headquarters, to be developed globally. The company has identified Anna as a fast-track leader and wants to support this key moment in her career by helping her develop an international network inside the FMCG industry.



Ben Saed - Head of Food Services – 33 yo

Retailer, Regional company – Egypt

Aware of the risks of a food safety scandal, Ben has been excelling in developing internal and external multi-stakeholders collaboration, building food safety culture in order to manage properly the risks. He has been leading a digital project to ensure communications could be quickly and effectively managed between peers, suppliers, consumer associations, governmental organisations and the company's various teams. His focus on digital has been consistent through the years, and Ben could benefit greatly from getting exposure to what is being done in other countries. He has also started using agile methods to integrate customer feedback to the product creation processes of his team.



Reo Kimura - Finance Director – 38 yo

Manufacturer, Global company – Japan

Reo has been a key member of the company's leadership team that built the business model for a new line of products, based on the redesign of the manufacturing chain to diminish product waste by 50%. The Store Visits would be crucial to give him an inside look at the operations of European retailers and how brick-and-mortar businesses are operating into the digital world. His CEO learned about FLP at the Global Summit and, having identified him as one of the top names for succession, would like to develop his sense of leadership with purpose. Reo could greatly contribute to the FLP network with his critical analysis skills and his expertise in executing team-driven process improvements.



Olivia Vega - Head of Commercial, Strategy & Planning – 41 yo

Retailer, Regional company – Australia

Olivia is fascinated by how technology influences consumer behavior. With an entrepreneurial bend of mind and a can-do attitude, she has had an outstanding track record in her strategic directions, having demonstrated her ability to drive planning across Business Units and drive alignment with cross functional stakeholders. Olivia has been newly tasked with a large number of direct and indirect reports and is particularly motivated by the leadership sessions: to hear first-hand the personal and professional perspective of CEO leaders can certainly help her add value to her new reports and ease the possible conflicts in this critical moment.

By joining the FLP network, you get lifelong access to the FLP community: a global, year-round online community exclusive to FLP alumni from CGF members. It is an invaluable opportunity to connect with your peers and build a powerful network that will last throughout your career. Learn more and request to join [here](#). And if you do, be ready to actively participate: we don't accept passengers.