

James Burke

James Burke & Associates Limited

Ireland's leading independent retail and food advisor who is an experienced senior executive (with board room experience) with over 30 years knowledge in the FMCG industry. Proven ability in delivering quality results and excellence through expert planning and professionally managed teams. A strategically focussed thinker and trained negotiator with excellent interpersonal and problem-solving skills coupled with sound financial acumen. Determined, energetic, results oriented, people focussed.

Areas of Expertise

- Route to Market for retail and foodservice sectors.
- Trade customer margin expectations and cost models.
- Distribution solutions.
- Direct selling to the consumer via online and food markets.
- Building a food brand, marketing and sales growth.

Experience to date (sample reference projects)

- Mentoring and development of over 200 food producers per year for the last 12 years.
- The ongoing management of Dublin Food Chain.
- The annual research and original creation of the Bord Bia Foodservice Directory over 8 years.
- The management and facilitation of all of the Food Academy Start programmes at national level.
- The development of the content for the Food Starter programme.
- Conducting feasibility studies on behalf of individual food producers or food projects for over 30 clients.