

Education & Training:

Date of Birth: 26/4/63.

MSc Food Technology

Postgraduate Diploma in Management Studies (DMS)

Postgraduate Certificate in Management Studies (CMS)

BSc Applied Biology

CIEH Certificate in Advanced Food Hygiene

CIEH Professional Trainer Award



Areas of Expertise

- Management and directorship within SME food businesses in the UK. 15 years of SME niche food industry experience includes business growth, incorporation, relocation, liquidation, merger, venture capital injection. Experience of business start up and development, in cooperatives, limited companies and social firms.
- Design and implementation of food quality and safety systems to ISO/BRC standard incorporating HACCP, GMP & SQA
- Use of statistical quality methods from design and implementation of valid sampling plans to multivariate analysis and statistical process control
- Implementation of techniques for sensory analysis and supporting statistical methods
- Design and implementation of microbiological and chemical experiments to support product claims
- Experience of customer and supplier co-development and other supply chain management methods. Understanding of marketing theory and practice
- Wide knowledge and experience of UK food industry, policy and legislation
- Comprehensive knowledge of food unit operations, and modern food processing techniques
- New product development in various areas including soya foods, dried fruit products, bread and other baked goods. Development of the UK's first soya cheese and the UK's first energy bar. Other product development in the following areas, organic, fair trade, incorporation of functional and other customer specified ingredients, development of clean label, health food, diet, sports, dietic, low fat, high protein, processed and semi processed foods

Consultancies

2005 FON Uganda. Development of quality system.
2005 Fearless Planet. Ghana. Situation analysis & project development.
2005 Mountain Fruits, Pakistan. Development of quality system, supplier & ethical audit.
2004 FON Uganda, Development of layout and product flow plan for new premises.
2004 NR International, Ghana. Presentations workshops and project development.
2004 NR International, Zimbabwe. Presentations workshops and project development.
2004 NR International, India. Presentations workshops and project development.
2003 Dried Fruit Project, Pakistan. Development of HACCP & SQA
2002 Dried Fruit Project, Pakistan. Development of GMP

RICHARD FRIEND CV
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2002 Commonwealth Secretariat. Investigation of bactericidal and insecticidal properties of tropical oils
2002 Natural Resources Institute. Co-author Transitioning the Mainstream: Challenges for Small Producers CD-Rom

2001 DFID Gilgit Pakistan. Situation analysis, development of material, layout and product flow plan for new premises.

1995-2000 Business Advisor Gleam program Durham University Business School

1993-1997 Technical Advisor GPS Ltd. Vocational training co-operative

1986-1987 Business start up and employment within No Fauna Foods Ltd Workers co-operative

1985-1986 Durham University Business School Graduate Enterprise Program

Chronology of Work:

2001-2006 FM Foods Ltd - Technical Director

Responsibility for new products and process development, quality, new projects, partner technical development and quality. Additionally I am involved in strategic planning with other members of the board. During this period the business has consistently achieved growth of 40% per year.

1993-2001 FM Foods Ltd - Managing Director

I started FM Foods with Peter Fawcett (now MD of FM Foods) to manufacture and market energy and snack bars. Over several years the business developed into the niche area of snack bar contract manufacturing in a variety of markets including healthfood, sports, diet, bodybuilding, dietetic and fair-trade. A strategy of co-development with customers led to a very close business relationship with several customers and eventually to a merger with Tropical Wholefoods. During this period I supplemented my business and technical knowledge by completing the taught modules of an MBA and MSc in Food Technology.

1991-1993 Fulwell Mill Bakery - Managing Director

As the business (below) grew I was able to sell some equity to a venture capital fund. The company was incorporated as Fulwell Mill Bakery Ltd and relocated to larger premises. The capital investment went into purchasing semi-automatic bakery equipment and a second hand flow wrapper. The business grew very rapidly, and two specialist ranges were produced, one of which included the first British energy bar and the other a range of European breads attracted interest from the multiples. Unfortunately the business incurred two large bad debts in quick succession and had to go into voluntary liquidation.

1987-1991 Claremont Cheese Company - Managing Director

Building on the planning and research from the Graduate Enterprise Program I set up the Claremont Cheese Company to market and manufacture the first British soya cheese. Due to competition and lack of capital for specialist food processing equipment, I developed a range of specialist bakery goods to supply the same markets as the cheese.

1986 Graduate Enterprise - University of Durham

After developing a soya based cheese as my final year degree dissertation I was selected for the Graduate Enterprise Program at Durham University Business School. This six month residential scheme was an intensive business education and planning program for graduate business start ups.

Publications

- Transitioning the Mainstream: Challenges for small food producers CD-ROM on mainstreaming food products (Natural Resources Institute 2002). Co-authored with Adam Brett, Derek Cox, Ian Liddell and Kate Sebag

General

I actively pursue a range of outdoor sports including climbing, hill walking, caving and mountain biking. I also spend spare time on a local woodland project.