



## Dr. Gordon Campbell

Dr Gordon Campbell has been a distinguished leader in the global food retail industry over two decades.

### KEY TOPICS

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- **Leading a Growth-Driven Organisation**
- **Customer and Employee Engagement**
- **Leading through a Crisis**
- **Building Sustainable Business Partnerships**
- **Global Retail Trends**

### BIOGRAPHY

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As Managing Director of SPAR International (1994 to the end of 2015), Gordon Campbell achieved dramatic expansion, introducing the global food retail giant to 20 new countries. Under his leadership and influenced by his strong marketing background and strategic management style, SPAR grew into the world's largest chain of independent food retail stores.

Since stepping down as MD, he has acted in a new role as Board Advisor, providing strategic advice and leadership to a number of SPAR country organisations, including supporting SPAR China, ensuring continued growth and development through a period of senior leadership change. As a leader, Gordon's focus has been on building strong organisation structures and management teams. Building on this experience, he currently consults with a number of retail, advisory and manufacturing businesses in Europe and the Middle East. His leadership skills received international recognition when he received the Outstanding Leadership Award at the World Retail Congress in 2016. He became Managing Director of SPAR in 1994. Previously, he was Sales and Marketing Director of BWG Foods Ltd and a Director of SPAR Ireland. He has a PhD in biochemistry from Trinity College, Dublin, Ireland. He is a member of the Global Irish Economic Forum, a network of around 350 of the most senior Irish and Irish-connected businesspeople around the world who have been recognised by the Irish government for their high achievements in international business. He is also President of the Ireland Netherlands Business Association. He is an engaging and experienced speaker on topics as diverse as global retail food trends, leading a growth-driven organisation, entry strategies in developing markets, creating a culture of customer service, supply chain collaboration and building sustainable business partnerships. He is also an accomplished chair of executive panels and discussions.