



Freddie Hancock

Team BWS

Sport at School – Rugby
Sport now – football and tennis (recreational)

1. What made you decide to take A Level PE as part of your 6th form studies?

An interest in anatomy and physiology and the biochemical pathways as well as a regret not taking it at GCSE

2. Having finished Year 13, give us some idea of the pathway that you took in terms of further studies or career choices

Gap year - 6 months work (James Hay Pension Trustee) and 6 months in Port Elizabeth South Africa working at a prep school and playing rugby

Studied Biochemistry at Bath with the intention of getting a 2.1 so to be able to apply for a commerce graduate scheme at a blue chip business

Worked during the summer holidays including an internship at Enstar an insurance run off company getting some exposure of the London insurance industry

After University I applied to Tesco's Buying Graduate scheme with the view that I'd enjoy and be good a role that involved negotiating with suppliers

Being Buyer at Tesco was a great opportunity to cut my teeth in a commercial role by a getting a lot of responsibility (£100M+ portfolios), having real autonomy and great experience flying Business Class around the world and dealing with Captains of industries

I was headhunted by Coles an Australia supermarket for a similar Commercial role who relocated me to Melbourne Australia

I worked for Coles for 4 years, running the Instore Bakery Business before joining a Plant-Based Food business called Deliciou as the Director of Sales responsible for growing global Wholesale and Food Service sales earlier this year

3. Where has this led you to at the present time and what are your plans for the future?

My focus will be scaling the business to the US, UK and EU

We are however considering the opportunity to move to the US (or another market) where I would set up the US office as the business grows

Humility, Enjoyment, Respect, Resilience, Discipline