

* CLIMBING THE LADDER

What was your first ever job?

A 'bootneck' – a young officer in the Royal Marines.

Give us a quick run-down on your career to date.

After the Marines I went into sports training management, then pharmaceutical sales before establishing my own advertising and design agency and starting Nutrition Point.

How did you get to where you are today?

By grabbing an opportunity and seeing the potential for gluten-free foods in mainstream grocery. Plus, perseverance and not taking 'no' for an answer.

What is the best decision you have made in your career and why?

Leaving Nutricia, which gave me the opportunity to set up my own marketing & design agency.

Who do you most admire in the grocery industry?

Justin King, for giving Sainsbury's a clearer purpose.

Do you have a mentor and how have they helped you in your career?

Yes. He is the ex-CEO from Cable & Wireless. He forces me to review the work-life balance on a regular basis and plan where I should be in the future.



Chris Hook

Managing director,
Nutrition Point

What is the most rewarding part of your job?

Helping people on a restricted gluten-free diet who had no food choices five or six years ago.

What is least rewarding?

Not being able to bring new product concepts through to market quickly enough.

If you could start your career again, what would you do differently and why?

Travel and explore more when I was younger.

Do you think you'll always work in grocery? If not, what would you like to do?

Yes as I enjoy what I am doing.

However, I would like to work with disadvantaged children in third-world countries.

What advice would you give to someone starting out in the industry today?

Don't give up at the first major obstacle. You will get setbacks but learn from these and go on with even more determination.

What do you like doing when you are not working?

Spending time with the family. I also play golf and go to the gym.

Where do you hope to be in five years' time?

Not working as much and working on my golf handicap.