



**Dave Lewis**  
**Chairman, Unilever UK**

## **Biography**

Dave Lewis joined Unilever from Trent Polytechnic in 1987, starting as a marketing trainee for Lever Brothers, based in Kingston.

There he held various Home and Personal Care brand marketing and customer management roles, including a stint on the Sainsbury's team and launching Dove in the UK in 1992, before being appointed company operations manager in 1993. During this time Dave redefined the UK marketing structure and processes, in particular Unilever's direct marketing strategy.

In 1996, he was appointed Marketing and Brand Development Director, Detergents Division at Unilever River Plate, South America, overseeing Argentina, Uruguay and Paraguay. During his tenure in the region, Unilever's laundry market share lifted to 81%, compared to 75% in 1995. Dave was also responsible for leading innovation in household care across the Latin America region, transforming the organisation from an 'absolute importer' of innovation to a genuine contributor of Unilever's global innovation programme.

In 1999, Dave moved to Unilever Indonesia as Managing Director of the Personal Care business, with overall responsibility for innovation in all personal care categories across the whole of South East Asia. Business Conditions in Indonesia were particularly challenging after the collapse of the Soeharto regime and the ensuing political unrest. But despite hyperinflation caused by the political instability, under his leadership the business continued to innovate and saw an average growth of +30%.

After a three-month Advanced Management Programme at Harvard University, Dave returned to Europe in November 2001 to become Senior Vice President for Home and Personal Care, Central and Eastern Europe, creating a business model that led to sales growth in the region of almost 10% per annum during his three-year tenure.

Dave returned to the UK and his Kingston roots in 2005 as Managing Director of the UK Home and Personal Care business. During the next 21 months he was responsible for halting top line decline and returning the business to profitable growth.

In February 2007 Dave became Chairman of Unilever UK, as the company consolidated its three separate operating companies - foods, home & personal care and ice cream - into one single business as part of its "One Unilever" programme. Dave is currently responsible for the performance of the whole of Unilever UK's business - the group's second largest by turnover - across its unique portfolio of brands spanning 14 foods, home and personal care categories. Unilever brands can be found in 99.4% of UK homes and include favourites such as Flora, Persil, PG Tips, Dove, Sure, Magnum, Domestos, Comfort, Knorr and Marmite. Unilever UK consistently ranks as one of the top UK advertisers. In 2006, Unilever UK's media spend was £188m.