

Cameron Stuart Associates Expands



December 15, 2016 - London-based executive search firm [Cameron Stuart Associates \(CSA\)](#) has added Tony Williams as a partner.

“Tony’s change leadership experience working with high-performing boards and executive teams globally broadens and strengthens CSA’s offering,” said James Stuart, CSA managing director. “Tony adds depth to our core executive search offering to consumer goods and services boards and executive teams as they transform to exploit opportunities across all channels in developed and emerging markets.”

With extensive global leadership experience in FTSE 100 retail, media and digital companies, as well as operational private-equity exposure, Mr. Williams first worked with Mr. Stuart in search as part of Russell Reynolds Associates’ global consumer practice based in London.

Mr. Williams was formerly group human resources director with Carlton Communications Plc, Kingfisher Plc, and Betfair Plc. In addition to his search experience, he brings board advisory and assessment capability and transformational change and leadership development experience on a global scale.

“Tony brings a strong track record and deep client-side insight to the exercise of identifying and

assessing the right boards and executive teams to address the opportunities for consumer goods and services brands both in the U.K. and internationally,” said Mr. Stuart. “In addition to executive search reflecting his expertise, Tony will also be engaged with CSA’s clients in mandates ranging from board assessment to organizational development and transformation to address the challenges and opportunities that lie ahead.”

“I’m looking forward to working again with James to re-create the successful partnership we had at Russell Reynolds,” said Mr. Williams. “I am delighted to have the opportunity to apply my corporate experience across a range of new clients both as a consultant and as an advisor.”

Successful consumer sector leaders and their brands will display greater resilience, adaptability and resourcefulness than ever before in order to remain at the top of their game in 2017, said Mr. Stuart. “The Brexit environment in the U.K. will create more pricing pressure as witnessed in the “Marmitegate” Unilever-Tesco affair. Fluctuating currencies mean CEOs with prior exposure managing brands in the volatile conditions of certain emerging markets will feel right at home in the U.K.”

The relentless drive to win and retain consumers successfully across all channels will continue unabated,” he added. “Winning brand leaders will have the agility and pace of execution required to blend high street and digital brand propositions, great service and delivery to appeal to the consumer with the integrity of a consistent offering, wherever and however consumers engage with the brand promise.”

Identifying and assessing CEOs, board members, and executive teams with the ability to create and sustain a winning track record in this environment will, more than ever, require a deep ‘human intelligence’ network and global research platform focused on the consumer sector, he noted, adding “combined with the ability to deploy the right assessment techniques and technology where required

Founded in 2015, Cameron Stuart Associates identifies, assesses and attracts leaders on behalf of consumer brand-led organizations globally.

Contributed by Dale M. Zupsansky, Managing Editor, Hunt Scanlon Media

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