

Elaine Kerr





# Elaine Kerr

## Professional experience

### DPDgroup UK SMT

<b>Chief Executive Officer</b>	<b>1<sup>st</sup> June 2021- to date</b>
<b>Executive Director of Sales, CRM and Customer Experience</b>	<b>2020 – 2021</b>
<b>Director of Sales &amp; CRM</b>	<b>2010 – 2020</b>
<b>Director of CRM &amp; Customer Services</b>	<b>2008 – 2010</b>

### Overview

As a member of the UK SLT I have contributed to 15 consecutive years of profitable growth, helping the company achieve record revenue levels and EBIT in our highly competitive market. I have been a key player in growing revenue from £417m in 2010 to £2.0bn in 2022. I have driven strategic moves into key markets to re-position DPD from a mainly B2B carrier to the UK's undisputed no.1 carrier across both B2B and B2C.

I have been with the company since 1993 and have achieved six promotions in that time. I am immensely proud of all the achievements I've made throughout my DPD career.

### Current Role

As CEO I have led the company to its highest ever revenue level, surpassing the £2bn mark and in the process achieving the business unit's EBIT target for the financial year.

Other key achievements have been driving our sustainability strategy, which sees DPD UK operating 3,000 EVs by the end of 2022 and delivering clean in 30 UK cities by 2023. I have set ambitious plans for us to achieve Net Zero by SBTi measures. I have also overseen the introduction of a new corporate culture within our company, which is now far more open and inclusive. Our Diversity, Equality and Inclusion programmes include numerous well-being initiatives.

Innovation has always been central to our success and in the last 12 months we have introduced several CX initiatives via our App, and initiated Pinnacle, an operational innovation that will deliver significant benefits to customers and aid our retention and new business activities.

I remain extremely positive in my outlook for the future.

## **Previous DPD Experience**

### **Executive Director of Sales, CRM and Customer Experience of CRM, 2000 – 2008**

I was responsible for all revenue generation, customer management, customer services, legal affairs and commercial aspects of the DPD Pickup network. In this role I generated record levels of new business revenue, up-sell and key account retention.

### **Head of CRM, 2000 – 2008**

Lead the new CRM team which initially had 12 Account Executives, today the team is 80 strong and responsible for revenue retention and growth. DPD UK has the most professional CRM team in the industry.

### **Key Account Manager, 1997 – 2000**

Responsible for the revenue retention and development of a portfolio of major customers.

### **Finance & Administration Manager, 1994 – 1996**

Oversee responsibility of the credit & billing team within Manchester depot and also responsible for generating weekly and monthly profit & loss management reports.

### **Sales Executive, 1993 – 1994**

Generating new business within Manchester and in my first year I achieved 100+ Club recognition.

My working life started in 1985 with 3 years as a Trainee Accountant, I then held several sales roles before joining DPD in May 1993.

### **Education:**

Edinburgh Napier University  
1988 - 1989: ACCA Level 2

Kirkcaldy College  
1987: Accounting | HNC

Dunfermline High School  
1985: Highers | 2 B's & Sixth Year Studies x 1  
1984: Highers | 3 B's | 2 C's  
1983: 0 Grades | 2 A's | 6 B's

### **Hobbies:**

Travelling & cooking and enjoying the outdoors.

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**References :** Available on request

