

## Game Keeper turned Poacher - a pen-picture of Neil Tomlinson

Neil describes himself as a 'retired Chartered Marketer and Fellow of the Institute'. With >30 years' commercial experience, he's a proven successful business development strategist / General Manager, who's had an international career with consistent 'commercial responsibility' before turning his hand at being a 'barefoot entrepreneur'.

Neil founded 'Just Drinking Water Ltd' in 2006 as an outsourced enterprise' to produce and market AQUAPAX ~ his own brand of premium quality natural mineral water, uniquely packaged in paper cartons!

Prior to launching AQUAPAX, Neil was Director of Innovation and Growth with the statutory water authority South East Water, responsible for Commercial and Regulatory Activities. That role embraced >75 staff, a capital budget of c.£50M p/a and >2 million customers! "People weren't listening to our 'drink tap' messages, so having accumulated my 10,000 hours experience, I rolled up my sleeves and got stuck in."

Fuelled by his passion to sustain our global environment, he's successfully introduced AQUAPAX to the bottled water world, selling around 1M cartons of AQUAPAX and winning multiple quality and innovation awards on route. The iconic blue cartons are becoming ever more widely available across the UK and Europe, despite their cost disadvantage to plastic! Retail alliances include Selfridges, Amazon, Holland & Barrett and Waitrose, with similar quality profile supply agreements in France and the Middle East, through the likes of La Grande Epicerie du Bon Marche, Les Bio Coop, and Chez Colette.

Neil's particularly interested in collaboration and innovation, encouraging entrepreneurial thinking within businesses wherever possible. "There is no single template for effective leadership, so keep things simple and change them when they stop working. Business challenges are often ambiguous and change is ever constant."

When not working, or helping his friends and colleagues, Neil's a husband and father with a healthy sense of fun.

E-mail: [hello@aquapaxwater.com](mailto:hello@aquapaxwater.com)

Web: [www.aquapaxwater.com](http://www.aquapaxwater.com)

Insta: @aquapax\_official

Tweet: @aquapax

FB: /aquapaxwater

