



# Chris

National Account Manager  
*Groupe Danone*



### How I got here

I've always been fascinated with how the world works. At school, geography was a very dynamic subject which really captured my attention. When it came to university I wanted to study a subject that I really enjoyed so I chose to read geography and geology at Brunel University. I always knew that I wanted to work in the business world after my degree.

### What my job entails

I'm a national account manager for Danone Waters, which is part of Group Danone. A lot of people know Danone in terms of the dairy side, but the company encompasses water as well, with Evian and Volvic being stalwarts of our brand portfolio. I'm a national account manager and I look after our customers in the convenience sector, such as Spa, which is the biggest convenience retailer on the high street.

### How I use my geographical skills

I think geographers can draw upon a wide range of skills. For me geography was often about stepping back and problem solving, and these skills are really useful in a commercial environment.

Seasonality is an important aspect of our business, as the weather impacts a lot on our sales. We have lots of facilities for weather forecasting so a geographical background can be useful in this context.

### What I love about geography

With regard to both the human and physical world I always like to know 'why' and I think geography really helps you to answer that question.



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