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# TIM MASON

**LONDON  
SPEAKER  
BUREAU**

- **World-leading retail management and marketing strategy expert, renowned for launching Tesco's Clubcard scheme**



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Tim Mason is renowned for launching Tesco's Clubcard scheme, Tesco Express, Tesco.com, Tesco Personal Finance and Fresh & Easy.

He is the former Deputy CEO and Chief Marketing Officer of Tesco, the world's third largest retailer, and former President and CEO of Fresh & Easy, Tesco's US business. Mason has had over 30 years of retail experience with Tesco, with 25 years spent in senior management roles (including 17 at board level). He is currently Managing Director of Operations at Sun Capital Partners Inc, the leading private investment firm behind high street chains such as Bonmarché, Jacques Vert, Sharps Bedrooms and American Golf.

## Topics

- Business
- Management

Prior to joining Sun European Partners in 2013, Mason served from 1995 as a Board Director at Tesco, and from 2010 as the retail chain's Deputy CEO and Chief Marketing Officer. He was President and CEO of Fresh & Easy Neighbourhood Market from 2006-2012, a chain of grocery stores in the United States, and a subsidiary of Tesco until early 2013. Mason spearheaded Tesco's bid to crack America, and was responsible for the expansion and operations of 150 stores US wide. Throughout his career at Tesco, he was renowned for being in touch with the customer, and instrumental in the creation of some of Tesco's most successful marketing initiatives (Clubcard, Express, Personal Finance and Tesco.com).

He has served on the boards of Tesco.com Limited, Tesco Personal Finance companies, Tesco Mobile companies, Capital Radio PLC, Business in the Community, The Anderson Business School (UCLA) and the Marshal School of Business (USC). He has been a Non-Executive Chairman of Bonmarché Holdings plc since 2013.