

NAME:	Caroline A Millar MA (Hons), MBA
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PROFESSIONAL EDUCATION & QUALIFICATIONS:	<p>2000-2002 <i>Edinburgh University</i> M.B.A. (part-time evening course)</p> <p>1991-1995 <i>Glasgow University</i> M.A. (Hons) Sociology 2:1</p> <p>1985-1991 Blairgowrie High School, Blairgowrie, Perthshire</p>
AWARDS & APPOINTMENTS	<p>Board Member, Tayside Regional Advisory Board Director, Oxford Farming Conference 2014-2017 Women Ahead Awards 2014 “Most Enterprising Business” Regional Winner Tourism Thistle Awards “Best Self Service Accommodation” – 2014 & 2013, shortlisted 2012 Finalist Scottish Tourism Thistle Awards “Tourism Entrepreneur of the Year” Nuffield Scholar - 2012 – “Selling the Farm Experience” Scottish Enterprise Rural Leadership Programme 2011/2012 Skills Ambassador for Lantra 2008-2010 Past Chair and Member, SE Planning to Succeed Tayside Group 2007-2011 The John MacFarlane Award for Leadership – MBA 2002 Chair, Cruise Scotland Ltd 2000-2002, Chair, Cruise Dundee 1999-2002 Roy Watherstone Memorial Award – Studying PR in Beef Industry NZ - 1997</p>
PROFESSIONAL EXPERIENCE:	<p>2008- <i>Go Rural Ltd</i> Providing sector development and business development support in agritourism, tourism, agriculture & food and drink. (Incorporating Caroline Millar Business Development established in 2008).</p> <p>2008- <i>The Hideaway Experience</i> Developed concept and brand, designed, built and now marketing 5 star Hideaways for couples.</p> <p>1998-2008 <i>Forth Ports PLC</i> Marketing & Business Development Manager, Scottish Ports 2002-2008</p> <p> 2000-2002 Marketing Manager, Port of Dundee Ltd 1998-2000 Marketing Executive, Port of Dundee Ltd</p> <p>1997-1998 <i>The Carr Group, New Zealand</i> GAP Year – Accounts work, tractor driving, cook</p> <p>1996-1997 <i>Imperial Cancer Research Fund</i> Account Executive – Fundraiser and Event Organiser</p> <p>1995-1996 <i>Lanarkshire Health Board, Researcher</i></p>

PRESENT & RECENT RESPONSIBILITIES INCLUDE:

Recent Projects

Designed & led two Learning Journeys for agritourism businesses to Tuscany & Umbria 2014 & 2015

One to one strategy development support to rural SMEs including farms, agritourism and tourism businesses.

Facilitation contract for 18 month Scottish Enterprise & Scottish Government Agritourism Monitor Farm projects. Delivered intensive skills development including Pricing Strategy Workshop and Storytelling Workshops to “Core 20”

Crowdfunding for Go Rural via www.vcbloom.com

Event Management to support Committee for International Federation of Agricultural Journalists Congress 2014 and Berlin Launch.

Chairing and Strategy support Rural Leadership Gathering 2014 and 2013. Design and delivery of Rural Leadership alumni Gathering for Scottish Enterprise. Research into Rural Leadership on behalf of Scottish Enterprise.

Scottish Enterprise and Visit Scotland – design, recruitment, delivery of Pricing Strategy 2 day workshop to 5 star tourism businesses. March 2012.

Chaired Planning to Succeed Group 2007-2011. Open book benchmarking between 14 farm businesses including our farm, sharing KPIS and best practice.

Perth College Centre for Enterprise 2010 – Research into the needs of rural businesses in Angus, Fife, Perthshire and Stirlingshire. Co-ordinate delivery of training events to meet industry need, undertake recruitment.

Scottish Enterprise Planning to Succeed Programme – research into Farm Retail market, then recruitment for Scottish Farm Retail Business Group on behalf of Smiths Gore. Delivering of facilitation to Farm Retail Business Group.

Rural Business Women’s Skills Development Programme 2009 – Tayside Group Facilitator (Joint Programme run by project partners Lantra, NFUS, STFA, Skills Development Scotland, SRPBA). Organised and promoted Rural Business Women’s Conference, September 2009.

Previously responsible for implementation of marketing strategy to deliver annual profit budget of £10m – working as part of Scottish Ports business unit team supporting four operational units. This role over 10 years included commercial negotiations, managing customer relations and event management including the organisation of corporate events for different industry sectors.

The Hideaway Experience Business

Achieving sales of £200k from 3, five star Hideaways using 0.6 acres of family farm. Top ranking Trip Advisor ratings in Angus (October 2015).

Farm Business – W C Millar and Partners

Providing strategic business advice to the family farm.