



NYETIMBER
PRODUCT OF ENGLAND

Saxton Bampfylde

Appointment of

Group HR Director

Ref Code: HBRNB3



NYETIMBER
PRODUCT OF ENGLAND

Contents

3	About
4	Values
5	Nyetimber at a Glance
6	The Role
7	Main Activities & Responsibilities
10	Person Specification
11	Terms of Appointment

About

Nyetimber is a pioneering English sparkling wine producer that has earned a reputation for crafting world-class wines that rival the finest Champagnes. Established in 1988, the vineyard is nestled in the picturesque countryside of West Sussex, with additional vineyards in Hampshire and Kent and a history going back to a reference in the Domesday book in 1086. Today, under Eric Heerema's leadership, the business has grown quickly and substantially, expanding its vineyard holdings and investing heavily in state-of-the-art winemaking facilities. Nyetimber's success lies in its unwavering commitment to quality and its pioneering vision. It was the first English vineyard to exclusively grow the three celebrated grape varieties used in traditional method sparkling wine production: Chardonnay, Pinot Noir, and Pinot Meunier. These grapes are nurtured in Nyetimber's carefully selected vineyards, where the chalky soil and cool climate mirror those of the renowned Champagne region in France.

Under the stewardship of husband-and-wife team Cherie Spriggs and Brad Greatrix, who joined as winemakers in 2007, Nyetimber has continued to elevate its profile and is now aiming to produce an average of 2 million bottles by 2026. The duo's innovative

approach and meticulous attention to detail have earned numerous accolades, including Cherie becoming the first woman and first non-Champagne winemaker to be named "Sparkling Winemaker of the Year" at the International Wine Challenge.

Nyetimber wines are celebrated for their complexity, finesse, and elegance, crafted using the traditional method of secondary fermentation in the bottle. From the flagship Classic Cuvée to the vintage Blanc de Blancs and the luxurious Rosé, each bottle showcases the exceptional quality and distinctive character of English sparkling wine.

Nyetimber stands as a beacon of excellence, embodying a proud heritage while pushing boundaries to define England as a serious contender on the global sparkling wine stage.

For more information about the business please visit our [website](#).



The growth of a luxury brand

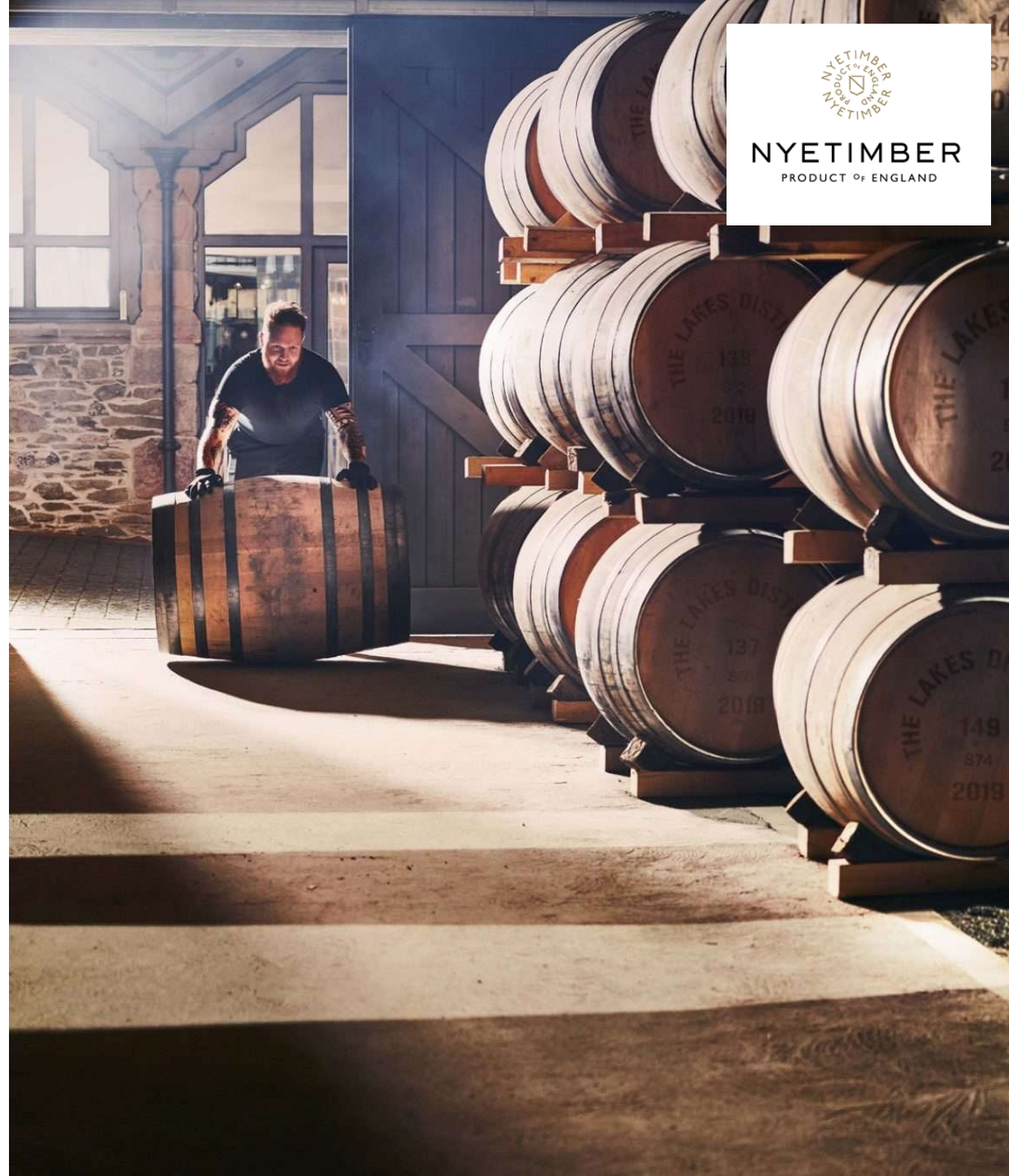
Nyetimber is underpinned by a dynamism and entrepreneurialism: the team are looking to grow and diversify the brand and product line.

In the summer of 2024 Nyetimber acquired The Lakes Distillery, a the leading English distiller of premium-quality single malt whisky, demonstrating the group's commitment to diversifying its portfolio and solidifying its position as a leader in the English luxury drinks industry, both nationally and internationally. To support this expansion, Nyetimber plans to invest an additional £10 million over the next three years to increase production capacity and enhance the distillery's global footprint.

The Nyetimber group is led by Eric Heerema, who serves as the CEO and owner. Eric has been instrumental in guiding Nyetimber's growth and strategic decisions. Additionally, Hans Sleuwenhoek has held the role of Managing Director. At the end of 2024, the business made the decision to create the role of COO, to enable Hans Sleuwenhoek to gradually transition to take up a non-executive role. The appointment was made earlier this year, and an announcement will be shared in April.

Context for this appointment

As a result of the recent growth and evolution of the business, the team have decided to create a strategic HR position at group level.





NYETIMBER
PRODUCT OF ENGLAND

PIONEER

Nyetimber is the pioneer of English Sparkling Wine and more. To be a pioneer means 'to not follow' and this spirit is central to how we all think and operate when setting out plans and direction for the brand.

EXCEPTIONAL

Exceptional goes beyond wine making, it extends to every touch point of the brand. At every possible opportunity Nyetimber should difference itself with faultless and high-quality execution and service.

JOIE DE VIVRE

A feeling of joy, happiness, and sophisticated love of life that will give us an emotional connection to our customers around the world.

The Nyetimber Group at a Glance

165 staff

£28m target
Group
turnover in
2025





The Role

Nyetimber Wines and Spirits Group is now looking for an ambitious, talented, and driven Group HR Director to lead the company's people strategy and ensure a best-in-class working environment that attracts, develops, and retains top talent.

The incoming Group HR Director will work closely with CEO and senior leadership team to drive a culture of excellence, innovation, and engagement across the business. The Group HR Director will be responsible for building and leading a solutions-orientated, confident and professional HR team, with strategic oversight of the day-to-day operations of the function and ensuring alignment with the broader business strategy as the Nyetimber Group continues to grow. A key part of the Group HR Director's role will be to oversee the ongoing integration of the Lakes Distillery into the group, ensuring alignment of people processes, organisational structures, operational efficiencies and corporate cultures.

The Group HR Director will have oversight of all aspects of the people

strategy, including talent acquisition, leadership development, employee engagement, and organisational design. The successful candidate will display leadership that inspires a high-performance culture, ensuring alignment between people, business objectives, and long-term company success. They will enjoy operating at both the big picture strategic-level and rolling their sleeves up, getting involved in the operational level: they will be commercially minded and pragmatic, with a deep understanding of employment law and an ability to navigate towards solutions.

This is a unique and exciting opportunity for an exceptionally talented, dedicated, versatile and flexible HR leader to join the foremost English sparkling wine producer at a pivotal moment in its journey. With ambitious plans for expansion and a continued focus on excellence and innovation, this role offers a chance to make a meaningful impact in shaping the future of Nyetimber's people and culture.



NYETIMBER
PRODUCT OF ENGLAND



NYETIMBER
PRODUCT OF ENGLAND

Main Activities & Responsibilities

People & Culture Strategy

- Develop and implement a comprehensive HR strategy, aligned with Nyetimber's commercial business objectives and long-term growth ambitions.
- Drive a high-performance culture that reflects the company's values, encouraging engagement, collaboration, and innovation.
- Lead cultural transformation initiatives to support business growth, change management and employee experience.

Reporting and Communication

- Maintain a regular reporting structure to the leadership team on all people-related matters, including workforce planning, talent development, and organisational health.
- Ensure open, transparent, and strategic communication with leadership, providing insights and recommendations on HR initiatives that support business growth.

HR Operations & Compliance

- Ensure all HR policies, procedures, and operations comply with employment laws, industry regulations, and best practices.
- Oversee HR systems and technologies to improve operational efficiency and data-driven decision-making.
- Assess and mitigate people-related risks, ensuring business continuity and compliance with legal standards.

Talent Acquisition & Workforce Planning

- Oversee recruitment strategies to attract and retain top talent as the business grows.

- Implement employer branding initiatives to position Nyetimber as an employer of choice in the luxury sector.
- Oversee the integration of The Lakes' HR strategy and operations into the Group, developing and implementing a comprehensive HR framework, including workforce planning, talent development and culture strategies, to ensure a seamless transition.

Learning & Development

- Design and implement training programs that drive professional growth, and support excellence in leadership and across the business.
- Foster a culture of continuous learning, ensuring employees have access to best-in-class development opportunities.

Compensation, Benefits & Performance Management

- Oversee the development of competitive compensation and benefits structures to attract and retain top talent.
- Implement performance management frameworks that ensure accountability, continuous feedback, and recognition of excellence.



NYETIMBER
PRODUCT OF ENGLAND

“I DON’T THINK IN YEARS BUT IN
GENERATIONS”

Eric Heerema

Owner & Chief Executive

Person Specification

The successful candidate will bring strong and substantial experience in senior and strategic HR leadership positions, and an understanding of operating in a fast-paced, entrepreneurial business. They will be well rounded, pragmatic and have a creative and proactive mindset. This role requires a strategic, adaptable, and forward-thinking HR leader who thrives in a dynamic, innovative, and high-growth environment. They will understand the nuances of luxury, brand lead organisations operating in the consumer sectors.

- Proven track record of senior HR leadership, preferably with experience in entrepreneurial businesses and those in growth mode, demonstrating the ability to scale HR functions effectively and be flexible in a fast-paced, innovative environment.
- Ability to develop, execute, and refine a robust strategic people plan, ensuring flexibility to adapt to growth and changing business priorities.
- Ability to build strong relationships at all levels, working closely with the senior leadership team to align HR strategy with commercial goals.
- A commercially focused, solutions-driven mindset, with the ability to balance strategic business objectives with practical and people-centric solutions.
- Demonstrates strong strategic leadership ability with a broad, helicopter view of all HR operations, while remaining actively engaged and accessible to the HR team with a hands-on and proactive approach.
- Proven ability to drive change and build a high-performance culture in a fast-paced, evolving business environment.
- Strong leadership skills, with the ability to inspire and motivate teams while driving accountability and professional growth.
- Excellent negotiation skills with the ability to influence at all levels.
- Strong ethical standards, including a belief in Nyetimber's values and motivators and a commitment to integrity.
- Ability to act as a trusted advisor, maintaining confidentiality and integrity while championing best practices in HR governance and compliance.
- Experience of working in founder-led or family-owned businesses, with an understanding of how to navigate unique cultural and leadership dynamics, would be considered advantageous.



Terms of Appointment

The Group HR Director reports to the CEO and COO.

The role will be based at the Nyetimber Group London Office in Palmers St, Westminster.

Competitive remuneration, to be negotiated with the preferred candidate.



NYETIMBER
PRODUCT OF ENGLAND

Saxton Bampfylde



LONDON

The Ministry
79-81 Borough Road
London SE1 1DN

EDINBURGH

46 Melville Street
Edinburgh EH3 7HF

saxbam.com

Partners in **Panorama** – Search around the world
panoramasearch.com