

Niall Stirling

Professional Services MD



Niall Stirling was appointed Managing Director, Professional Services, at PRS for Music, in September 2008, responsible for our Finance, HR, IT, Legal and Research functions at the highest level. Niall joins us with over 20 years' experience in finance and professional services roles in consumer facing business.

After graduating with an MA(Hons) in Pure Mathematics from the University of St Andrews Niall trained as a CA with Ernst & Young spending 8 years managing assignments across a variety of international businesses before joining Bricom Group in 1989. In 1992 he joined Coca Cola Schweppes Beverages, a £750m turnover joint venture, where he provided support for a major infrastructure project before heading up a team of 105 people as Sales Accounts Controller.

He joined Highland Distillers plc, the £210m turnover owner of The Famous Grouse and Macallan brands, in 1995 as Finance Director-Brands focussing on financial planning and business strategy, with responsibility for IT and purchasing. He was also on the board of the joint venture with Remy Cointreau that supervised the distribution of their brands across 30 markets worldwide.

In 1999 he was part of the team that set up a new joint venture for Highland Distillers with Absolut, Jim Beam and Remy Cointreau, becoming Commercial Director of Maxxium UK. Merging 3 businesses into one he was instrumental in reducing the combined cost base while still delivering brand growth in a flat market, building a business turning over £300m and employing 150 staff.

He joined Red Bull in 2003 as Finance & Operations Director of their UK & Ireland business, bringing stability and enhanced performance to the back office. He also developed a strategic plan for the business overall and a new identity for the Business Services team. In 2006 he was appointed CFO of Red Bull North America, based in Los Angeles where he led the Finance, IT and Supply Chain teams in this \$1.6bn turnover business. He led a major review of distributor performance and repositioned the professional services teams within the business.

Niall is married with 2 children and devotes his spare time to sports (active and coaching), music and good living.