



Peter Campbell

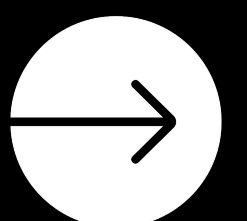
Procurement Adventurer

Intro

I was introduced to Peter through work. With a part of his career spent in Asia, a passion for riding his bike and a curious mind, I realised he's a **classic Procurement Adventurer!**

Here's his story...

November 2025



How did you get started in Procurement?

Like most folk in Procurement, **I fell into it by accident.** I was in my first role post Grad Scheme as a shift manager at Diageo's manufacturing site in Kilmarnock, when it was announced the site would close. Unsure what was next, I applied for an Indirects Supplier Performance manager role, with little experience but some operational knowledge and got a chance. I initially wanted commercial experience, not a long-term career plan. But I quickly discovered I loved procurement, the strategic thinking, the execution, and tangible outcomes energized me. From there, my career progressed, leading to my last role at Diageo as Head of Procurement in Western Europe before moving to lead the function at William Grant & Sons. Following a stint in APAC in supply chain, I have returned to my roots in procurement, now alongside NPD and Scope 3 at Edrington.

How did you get into the drinks industry?

It wasn't by design! I did the **classic milk round graduate job carousel** and was fortunate that Diageo's came along at the right time. I secured a **role on Diageo's Grad Scheme**, and the rest, as they say, is history. I have been incredibly fortunate, as it is an amazing industry to be in, with real passion and pride in the brands which you support! Originally from Ireland, with my wife's family ties to Scotland and background also helped influence my career path, and consistently brings us back to Scotland as home!

**"Edrington owns
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Can you describe your current role?

I head up procurement, NPD, and Scope 3 emissions at Edrington, having returned from Singapore in 2023. Edrington owns some of the world's most iconic and refined whisky brands including The Macallan, Highland Park and The Glenrothes. The role is broad and varied with the team delivering NPD projects like The Macallan 200-Year Anniversary that produced the product in an incredible packaging format, running brand refreshes, resetting the direct and indirect procurement functions, and building out sustainability and carbon measurement initiatives. It's challenging but energizing and mostly...fun, with no two days alike. I am fortunate to have an amazing team.



How do you compare and contrast direct vs indirect procurement?

For me, the principles of buying are broadly the same. **The main difference is in engagement.** Indirect procurement tends to be more subjective (e.g. creative services) and requires stakeholder management, storytelling, and influencing. Direct procurement (e.g. packaging) is often more structured. I recommend gaining experience in both as they complement each other.

**"Structure and
rigour are key"**

How do you support the NPD Process from a procurement perspective?

Structure and rigor are key. We've implemented a gate process to ensure all necessary information is gathered before moving to the next stage. This helps align timelines between the marketing and operational teams, in particular procurement and our suppliers, with the aim of efficiently getting it right first time, and importantly....on time!

**"It's about
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How do you approach Scope 3 emissions?

It starts with the right data. The team are focused on data insight, which enables informed conversations on the priorities, what we need from suppliers and how we engage the business internally. Ultimately, it's about **embedding sustainability into decision-making alongside cost, quality, and service.** The business makes trade-off decisions with a full understanding of implications.

What was it like living and working in Singapore between 2019 to 2024?

It was an amazing experience over the 5 years we were there. The key three things that stood out where: **the fast-paced work in partnering with the commercial team and the dynamic culture...and did I mention the food?** Teams were primarily local, and building trust and translating requirements between the markets and the supply centre was crucial. Adapting to the culture improved both relationships and results. Fortunately having close ties back to Scotland, home of our distillation and manufacturing meant I could help bridge production with the needs of the markets. Covid put paid to many of the travel plans, but we managed to see some sights and sounds across the region.

The highlight probably being **Sydney for New Year**, spending New Year's under the bridge and New Year's Day on top of it! I would thoroughly recommend a stint working abroad especially in an exciting hub like Singapore.



What Procurement Technology do you wish you had?

A shiny, intuitive front-end for P2P processes over SAP. AI will eventually be a game-changer, but the immediate need is simplifying and streamlining existing processes.

What skills will the buyer of tomorrow need?

Comfort with ambiguity, and with the continued rise of AI and being able to leverage the technology the need for strong human connection will remain. Tech will reduce transactional work, but people skills will still remain critical.

Outside work, what do you like to do to unwind

It's mainly all things sporting. Much of my time is playing taxi to my son and watching him play football. I had moved into more of an armchair fan, but over the last year started to move a bit more myself, taking on a triathlon challenge, rediscovering the enjoyment on the bike. Mind you it always helps when there is some company!

What's the best place in Scotland that no-one knows about?

Good question...we do love a little place called **Kingsbarns** - the golfers should know this place, but outside that, not sure how well it is known! There is some great accommodation, a lovely pub and a cracking beach, with a sauna a recent addition. I would thoroughly recommend it! Maybe though the dip in the sea not so much!

Rapid Fire

Haggis or salmon? **Haggis**

Outer Hebrides or Cairngorms? **Cairngorms**

Islay or Speyside whisky? **Speyside**

Language you wish you could speak? **Mandarin**

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