



Meet the CCO – Sarah Dickson, Code Compliance Officer Asda Stores Limited

Question: Tell us something about yourself and your path to becoming a Code Compliance Officer.

I've been part of Walmart for over 10 years and sit on the Board of IPL, a subsidiary of Asda with a heritage in sourcing produce. I'm privileged to have visited overseas growers and spent time in the heart of our supplier community. I'm inspired by investing time building relationships which naturally results in fantastic service and the procurement of great value and quality produce. With this insight, the CCO role was a natural next step.

Question: What are the most challenging aspects of your CCO role?

I have only been in post for a few weeks so my main challenge has been ensuring that I know and have spent time with all my stakeholders in the business. The key to maintaining an effective compliance programme in GSCOP is in the engagement of our colleagues and I could not do this role without that investment in time.

Question: If you could change one thing about the groceries market, what would it be?

I am completely aligned with Every Day Low Prices and as a time strapped customer (with 2 young children to entertain on shopping trips!) I am attracted to the simplicity and ease of a clear and simple price.

Question: What achievement as CCO are you most proud of?

In my few short weeks, I've trained many colleagues and there is nothing quite like the feeling when those you have trained, follow up with you later and build on the content. Training only really lands when it is acted upon – a tick in a box is of little use where there is no engagement & change as a consequence.

Question: What 3 things do you want to achieve in the next 12 months?

- (1) Continue the good work of the previous CCO Alex Simpson!
- (2) to build a sustainable and effective GSCOP compliance programme within Asda
- (3) to embed GSCOP into Asda's overall culture of compliance – it is "just the way we always do things around here."

Question: Is there anything else you would like to share with reader of New from the Adjudicator?

At Asda, we know that building great supplier relations is the key to our success. We know we can always improve in this and as CCO, I am here to listen. Please contact me on codecomplianceofficer@asda.co.uk if you have any comments, questions or concerns.