What a year

Wow, what a year it has been in retail both in the UK and internationally and I am so excited to be a part of the 6th edition of the Movers & Shakers 2015 report.

This year we saw so much dynamism in the industry, we had to expand the top 25 to the top 35! It was the only way we could reflect the incredible individuals who are really making an impact in the world of Multi-channel retail. It is also great to see some familiar faces back in this edition.

A massive thank you must again go to Glynn and the Advisory Panel of Experts who during the summer were locked away to debate who would be in the final report.

The final thanks must go to all of the named individuals within the report and the businesses they represent, the premise of the report when we started out 6 years ago was to seek out the most influential people who were shaping retail as well as highlighting those ‘rising stars’.

Again, this edition really does demonstrate the diversity of roles within the retail space and the significant contribution that makes the UK retail sector one of the most dynamic and exciting.

I look forward to some debate and discussion about who’s in and who’s out and welcome your feedback.

Tony Bryant
Business Development Director K3 Retail
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Welcome

A very warm welcome to the sixth annual Retail Insider Top 100 Movers & Shakers in Multi-channel Retail report that continues with its primary objective of celebrating the achievements of the stars plying their trade in arguably the most interesting part of the retail industry.

What a year it has been. Stores have had a dramatic renaissance – helped by the rise and rise of click & collect, the sharing economy with the likes of Uber and Airbnb as primary drivers has taken off, and mobile is now the foremost digital channel of engagement for most people.

This tremendous level of dynamism in the industry is reflected in this latest Movers & Shakers report for 2015 with the Top 35 names including a tremendously varied mix of individuals from across the entire industry.

We are pleased to say that it includes some lesser known names from smaller retailers as well as investors and non-executive directors because they are all vitally important to ensuring Multi-channel retail continues to evolve, innovate and disrupt, and therefore stays relevant for today’s (and to morrow’s) ever more demanding customers.

The methodology continues to evolve also and this year the number of ranked names has been expanded from 25 to a Top 35, which gives greater visibility of the individuals who are making a difference in the world of Multi-channel retail.

The diversity of the constituents of the Top 100 this year suggests the industry is in rude health in terms of how it is getting to grips with digital and Multi-channel. Yes, there is clearly lots of work still to be done but at least it looks like there is the right calibre of people around to make it happen.

I’d like to offer my wholehearted thanks to the hand-picked Advisory Panel involved in this year’s report for the time and diligence they committed to this increasingly rigorous process.

And finally, of course, it’s a big thank you to K3 Retail for their much appreciated ongoing sponsorship of this definitive Multi-channel Movers & Shakers report.

Glynn Davis
Retailinsider.com
Twitter: @glynndavis
The Movers & Shakers all-stars regularly featured across 6 years

The Key & Methodology

An initial long list of potential constituents of the Top 100 was drawn together over a 12-month period of consultation with a wide range of experts from across all disciplines in the retail industry.

These individuals comprised consultants, technology vendors, service providers, senior recruitment specialists, high-level retailers, advisors and City analysts whose expertise encompassed all aspects of the sector.

The carefully selected Advisory Panel then helps to reduce this long list down to the Top 100 names and to also select the Top 35 from within the list. The Panel is chosen on the basis of their combined knowledge and expertise covering every part of the retail industry.

The Top 35 names were then given to each of the Panel to score privately on a number of important retail innovation, performance over the last 12 months, potential future performance, customer engagement, future business leader potential, and multi-channel strategy. By collating these scores, a ranked Top 35 list was created.

To highlight the different skill sets of the individuals in this year’s report, the non-retailers have again been grouped under relevant headings: service providers, consultants/recruitment specialists, and investors/non-executive directors.

- Moving up
  Where you see this symbol the entrant has plainly been applying themselves to the world of retail, moving up in position compared to the 2014 report.

- One to watch
  Energy, excitement with a touch of the retail X factor about them. Keep an eye on this entrant as we think they will be capable of greater things.

- New entrant
  Say hello and welcome to the entrant who is obviously doing the right thing, striking into the multi-channel retail Top 100 list.

- Moving down
  A change of role or commercial position? May be a change of environment... either way this entrant has slipped down the scales since 2014.

Movers & Shakers | The Multi-channel top 100 report 2015
The top 35 Movers & Shakers

What a year it has been, the tremendous level of dynamism in the industry is reflected in this latest Movers & Shakers report, so much so that this year the number of ranked names has been expanded from 25 to a Top 35, to give greater visibility of the individuals who are making a difference in the world of multi-channel retail.

"The Top 35 names include a tremendously varied mix of individuals from across the entire industry, including some lesser known names from smaller retailers as well as investors and non-executive directors because they are really vital in ensuring multi-channel retail continues to evolve, innovate and disrupt, and are therefore relevant to today’s (and tomorrow’s) ever more demanding customers."

Glyn Davis

Read on to discover more about our Retail Movers & Shakers of 2015
Angela Ahrendts | SVP - Retail & Online Stores
APPLE

It has certainly been an impressive career to date with Ahrendts making a name for herself in the digital world for her cutting-edge work at Burberry where she melded the physical and virtual so well that it became the benchmark for retailers. She is bringing this to bear at Apple, which she joined in 2014, and one of the first examples of her efforts involved bringing the Apple Watch into the brand’s portfolio.

Chris North | UK Managing Director
Ajay Kavan | VP - Special Projects
AMAZON

Always on the move, Amazon has recently opened a glitzy fashion studio in London that signifies its intent with clothing and expectations grow about the launch of a food home delivery service. North continues to quietly lead efforts in the UK and is assisted by VPs of special projects. Kavan, who has certainly been involved in developing the food side of the business since he joined the Amazon in 2013.

Sebastian James | CEO
Andrew Harrison | Deputy CEO
DIXONS CARPHONE

When Dixons and Carphone Warehouse merged there were some doubters but there is no disputing the quality of the James and Harrison double-act in both driving synergies while also positioning the business for the future. It has undoubtedly been aided from being the last man standing but it is a much stronger man than previously envisaged now that James and Harrison have been kicking it into shape.
04
Dan Heaf | Senior VP - Digital Commerce
Sarah Manley | CMO
Burberry

One year in the business and Heaf has helped keep Burberry at the front of the digital fashion pack. He is one of a number of quality executives bringing digital skills from outside retail; he is ex-BBC Worldwide that is pushing the sector. He will no doubt benefit from the skills of Manley who has been with Burberry since 2005 and has played a part in all its digital activities.

05
Brian McBride | Chairman
ASOS & Wiggle

Former managing director of Amazon who helped build the business in its early years in the UK. McBride has parlayed the experience into multiple non-executive director roles that presently include the chairmanship of both ASOS and Wiggle along with a senior non-executive position at AO.com and senior advisory to Scottish Equity Partners.

06
Simon Wolfson | CEO
Michael Law | Group Operations Director
Next

There is no doubt that every activity in Next has the imprimatur of Wolfson on it. He has played a major role in championing the cause of the D Factory business and helped it grow into the most significant online clothing operation in the UK. Half-year sales to end-July were up 7.5%. Law has been his long-time advisor in helping Next realise its ambitious multi-channel objectives.

07
John Roberts | Founder
AO.com

Roberts has found himself spending much time defending the business from its high valuation not flotation when held, either spending on customer service or as this is at the heart of the company. As well as the personal touch he also uses technology to great effect—through social media and texts to keep customers up to date on their deliveries, which he says they enjoy a seamless experience.

08
Simon Mottram | Founder & CEO
Rapha

Rapha is the creation of Mottram and its simply sells cycling clothes and accessories. But it does it in such a classy way. From the design of the goods, to the smart website, and the stylish stores with their in-store cafes it all suggests quality and provenance. He has committed a lot of all the parts work extremely well together—just like a good quality racing bike.

09
Anthony Fletcher | CEO
Graze.com

Using his experience at pioneering brand Innocent Drinks, Fletcher has really pushed Graze.com onto another level since joining in 2009. Moving over from marketing to running the business in 2011 he has made a strategic investment in both broadening the product offer and successfully expanding into the US. The next big move involves stretching the brand from a box delivery service to having its snacked goods appear on supermarkets across.
10 Federico Marchetti | CEO  
YOOX/NET-A-PORTER

The merger between Yoox and Net-a-Porter has created a real European powerhouse on the luxury fashion that will undoubtedly make waves in the sector. Also not afraid to cause a few ripples is Yoox’s CEO Federico Marchetti (founder of Yoox), who seems to relish being a hard operator. This will no doubt cause some polarization of opinions within Net-a-Porter, which will inevitably lead to some fallout. Regardless of how much he rocks the boat, he is definitely one to watch.

11 Nick Beighton | CEO  
ASOS

With founder Nick Robertson stepping down in September to become a non-executive director of the company he founded, the top job has been given to former COO Beighton who has been with the business since 2009. His appointment has been widely welcomed as he has been closely involved in the key decisions at the business for some time. The question will be whether under Beighton, ASOS loses some of its entrepreneurial zeal that Robertson brought to it in bulk lots.

12 John Walden | CEO  
Bertrand Bodson | Chief Digital Officer  
HOME RETAIL GROUP

There is no doubt that the digital stores concept has been a massive success for the group’s Argos business and has given its new lease of life. Integrating its future is the hybrid model that Bodson and Walden are eagerly developing. The retailer’s skills gained outside the retail sector are helping them redefine the company.

13 José Neves | Founder and CEO  
Andrew Robb | COO  
FARFETCH

Another funding round raising $86 million in March gave the business a valuation of more than $1 billion, which is a pleasant affirmation of the strategy employed by Neves and Robb in building an online marketplace that brings together fashion products from boutiques around the world. The bundle of global tickets collect and service adds a bit of multi-channel to the mix.

14 Rowan Gormley | CEO  
MAJESTIC WINE

Recently installed as CEO of Majestic Wine following its acquisition of Gormley’s innovative Naked Wines business that has used the internet and social media to create a new model for selling wine that has expanded onto the international stage. With plenty of entrepreneurial character, the hope is that he can use this to ignite the digital aspects of Majestic.
15  
Mark Lewis | Retail Director  
Paul Cobly | CEO  

The company continues to experiment with the Multi-channel model and is not afraid to go against the flow as evidenced by its decision to charge for click & collect. Lewis has recently been promoted to a role that adds value to his online responsibility. He has a willing collaborator in Cobly who is a champion of innovation, which is seeing the group continue with its start-up incubator L&A Lab among other things.

16  
Andy Harding | Chief Customer Officer  
HOUSE OF FRASER  

Harding continues to drive a plethora of innovation at House of Fraser including using Beacon technology in nameplates, undertaking a tie-up with Caffe Nero for a click & collect service, and introducing an enhanced management system. None of this is possible without the strong support of the business. The growth engine at the firm as it expands overseas including into its parent company’s base in China.

17  
Andrew Livingston | CEO - Screwfix  
Michael Durbridge | Director of Omni-Channel - B&Q  
KINGFISHER GROUP  

Screwfix has been a major force online at Kingfisher with its initiatives feeding into the rest of the group and leading the charge there is Livingston who has been there since 2013. With the help of Durbridge, Screwfix is bringing digital expertise to the key brand B&Q where he is part way through a comprehensive five-year Multi channel launch that will leverage the business’ expertise and digital capabilities to complement its store portfolio.

18  
Matthew Moulding | CEO  
THE HUT GROUP  

There have been some question marks in the past over the acquisition hungry strategy of Moulding and The Hut Group, but the last two years have been a period of consolidation that has strengthened the group. And there is no doubt that the quality of the investor base and the names around the boardroom table clearly recognize Moulding’s capabilities and potential.

19  
Mike Hancox | CEO  
IDEAL SHOPPING DIRECT  

With an extremely impressive pedigree in retail, Hancox brought these skills with him to Ideal Shopping Direct in 2008 where he has delivered a successful turnaround and led the business to a successful float. Hancox is a leader in shopping via TV (through flagship channel Ideal World) and has melded this with sales over the internet to make a fast-growing Multi channel operation.

20  
Jonathan Wall | Group e-Commerce Director  
Alex Ballock | CEO  
SHOP DIRECT  

Wall relishes the challenge of innovating at Shop Direct and has benefited from an early call on mobile first strategy, the introduction of a user experience (UX) and, and working with start-ups in the UK and US. His approach for pushing the group forward is helped by the commitment of Ballock, the supportive CEO for the past three years, who has taken the business into profitability.
21
Sean McKee  |  Head of e-Commerce & Customer Services
SCHUH

Just like the business itself, McKee is a low-key, self-assured operator. There is great attention to details shown by his team that ensures all aspects of the group’s multi-channel model work. But the company is not afraid to try some interesting things as shown by its work with Google to create an augmented reality game for playing in its stores.

22
Stan Laurent  |  CEO
PHOTOBOX

Long-standing CEO Laurent has doggedly carved out a strong position for Photo Box that now consists of a number of brands including Hofmann, Postcard, Sticky and Moonpig, which the company acquired back in 2006. It has an commanding position in the personalized market and the opportunities for growth are evident in a category that clearly has long-term advantages for digital players.

23
Tim Steiner  |  CEO
OCADO

Ocado certainly polarises opinion but there can be nothing but a universal kudos that Steiner is a formidable leader of the online grocery firm. It continues to be a pioneer and as such it has hit many bumps in the road. The latest involves the drive to secure another grocery partner in a deal similar to that signed with Morrisons. Meanwhile, Steiner has always ensured the business maintains its tremendous customer service standards.

24
Doug McCallum  |  Chairman
PHOTOBOX & THETRAINLINE.COM

McCallum has extensive experience dating back to Intel and Apple in the 80s and taking in Capital Radio and eBay along the way where he helped turnaround its European business. Now with multiple roles he is non-executive director at Ocado and chairman of both TheTrainline.com and PhotoBox.

“
It has certainly been an impressive career to date with Ahrendts making a name for herself in the digital world

#1 Angela Ahrendts  |  APPLE

”
Knowing his way around the digital universe gives Harrow plenty of credibility in the market.

#35 Simon Harrow | Elevate

It's very much becoming a high-street juggernaut that merges all the channels together in a coherent manner, helped by the work of Kingsnorth, who has been with the business since 2010, having done stints at John Lewis and Nine. He has added the marketing director role to his earlier pure e-commerce responsibilities that give him plenty of control over the business in two key areas that are proving increasingly complementary aspects of multichannel.

25

Luke Kingsnorth | e-Commerce & Marketing Director
CHARLESTYRHITT

26

Tony Preedy | Marketing Director
Lakeland

Lakeland is very much about the products—which most people love. But as well as having a constant stream of new lines, the company has also restructured all its multichannel propositions so that all works smoothly. Leading its activity in this area is Preedy who joined the firm in 2006 without any experience, something he attributes to the company's supportive culture.

27

Robin Terrell | Chief Customer Officer
Tesco

Tesco has continued to pile responsibility onto Terrell—who until a year ago was running the whole of its UK business. Now with a new title following his time as the group multichannel director, which he took when joining from House of Fraser in 2011, he has broadened out responsibility across all aspects of the business that engage with the customer. Much of this is now focused on the role of theetail, as well as on shopping on the fly and adding value.

28

Jon Rudoe | Digital & Technology Director
Sainsbury's

With the emphasis now on technology and digital, Rudoe is perfectly placed to ensure that the company uses it to deliver real benefits to customers. This is continuing to be true as it moves to enable shoppers to utilise their mobile phones more fully in-store. A payment option is likely to be added soon. The experience gained at Ocado is still of value in guiding his strategy.

29

Danny Rimer | Partner
Index Ventures

There are probably few digital investment opportunities that don’t pass across the desk of the Rimer brothers at Index. Criteo, Nasty Gal, Just Eat, eBay, Asos, Farfetch, LoveFilm, McAfee, and Photobox are among the many businesses that have received funds from Index, which has over the years built up a terrific reputation in Europe and at the heart of its success is the Rimers.
30 Laura Wade-Gery | Executive Director - Multi-channel
David Walmsley | Director - M&S.com
MARKS & SPENCER

Things have been picking up for M&S's online operation since its early issues when it moved off the Amazon platform. The focus on content online should be applauded as this is a vital differentiator for brands like M&S. Wade-Gery is a forceful presence pushing through a change at the company and with the well-respected Walmsley assisting then the relevant skills are certainly in evidence for the business to be a truly strong Multi-channel presence.

31 Siobhan Fitzpatrick | e-Commerce & Marketing Director
MAPLIN

Well regarded, Fitzpatrick joined Home Retail Group, where she was responsible for a growing amount of Multichannel activity across Argos and latterly at the group’s Homebase business, where she was director of Multichannel from 2012. From September, she takes up an similar role at Maplin and is definitely one to watch.

32 Robin Phillips | Multi-channel Director
BOOTS

Phillips built the Waitrose online business and last year he had Boots to reignite the organisation as a Multi-channel operation. He has the overarching role of an evangelist that involves him in both technology aspects of the business as well as the important cultural changes. He has two important lieutenants helping him in Tony Rhine and Kash Mahmood.

33 John Bovill | IT & e-Commerce Director
MONSOON ACCESSORIZE

Bovill has been a well-respected performer for some time having spent a number of years at the innovative Aurora Fashions – within IT and business development roles. A move to Jacques Vert involved more operational responsibility and led him to take a dual role at Monsoon Accessorize in 2007 that blends operational/ecommerce with technology, which utilise his broad skillsets.

34 Chris Griffin | Founder & CEO
Matthew Purts | Director - Sales & Business Dev.
ANATWINE

Re-orienting the way fashion brands work with fashion retailers is the bold aim from Griffin, who founded Anatwine in October 2012. He has already attracted the likes of Adidas, Next and House of Fraser to his integrated platform, as well as investment from Zalando and a team of well-known retail executives to its board. Purts has been an integral part of the Anatwine story since joining in mid-2014.

35 Simon Harrow | CEO
ELEVATE

Knowing his way around the digital universe gives Harrow plenty of credibility in the market he looks to grow Elevate and its proposition that gives retailer and suppliers more control over their digital shelf space. He is also an investor in Hootsuite, alongside some of the team from Kiddicare where he was CDO before its purchase by Morrisons.
The Recognised Retailers

Chosen from our long list and deservedly included in the Top 100 Movers & Shakers, these individuals have been recognised for:

- their innovation
- performance over the year
- potential future performance
- customer engagement
- future business leader potential
- Multi-channel strategy

They are listed here in alphabetical order by the organisation employing them.

Steve Robinson | CEO
ACHICA

Robinson is using all the skills he has gained running Marks & Spencer Direct and BSCo nine—at flash sale site Achica where he is working hard using data analytics to bring more personalisation to the off- prices sent to customers. Despite the challenges he recognised the massive potential in the Faststyle category for the brand.

Ken Ardali | Director of International e-Commerce
ALIBABA GROUP

There is no escaping the presence of Amazon and it might well become the same with Alibaba Group, which is making a serious play beyond its home market of China. In charge of its European marketplace operations is Ardali who has experience with the Bay and Grand Bazaar. Expect to see more of Ardali and Alibaba.

Beth Butterwick | CEO
BONMARCHÉ

It has been something of a turnaround at Bonmarché under the guidance of Butterwick who joined the business in 2013. Developer of the online operation has been an important part of the strategy she brought to the firm, which resulted in the flotation of the firm less than three years after it had been acquired by Sun Europe Partners. Growth continues, with online sales jumping 31.3% in the quarter to end-June. She is one to watch for the future.

Mahmud Kamani | Co-Founder & CEO
Carol Kane | Co-founder
BOOHOO.COM

After a rocky early period as a quoted company sales have picked up in recent quarters as the marketing campaign has started to hit home. The two co-founders remain at the helm and will be looking to further push the group’s overseas sales as competition online intensifies.

Richard Houlton | Director of Channels UK & ROI
Dave Elton | Head of e-Commerce
CLARKS

It plays the game quietly in the UK but Clarks is a brand with truly global appeal and this is helped significantly by its online presence. Both Houlton and Elton have been with the retailer for some time, which undoubtedly suits the style of Clarks that prefers to take a conservative approach rather than rocking the boat. The continues to work well for the brand and its increasingly Multi-channel strategy.

Ross Clemmow | e-Commerce Director
DEBENHAMS

The challenges have continued at Debenhams but Clemmow has continued to push the e-commerce aspects of the business. Although these challenges have been no less daunting, as is the case for the majority of retailers, his experience in the industry (chiefly at Asos) makes him a valuable player at the firm.

Nick Dutch | Head of Digital
DOMINO’S PIZZA GROUP

Dutch plays a key role in the ongoing digital activities of Domino’s which have made it one of the most progressive online operators, with a significant amount of its sales coming via PC and mobile. The latter now accounts for 50% of web sales and the Domino’s app has been downloaded more than 70 million times. A key responsibility of Dutch is to personalise the marketing that is sent to these online customers.

John Browett | CEO
DUNELM

There is no disputing the pay grew of Browett who has held a number of senior roles at Tesco, Dixons, Apple briefly, and Morseson Accessories. In each position he has involved growing non-store sales. This will be integral to his new role at Dunelm as the company has recognised the need to develop a more Multi-channel model. Browett is regarded as the man to deliver this and is without doubt one to watch.
Gillian Drakeford  |  Country Retail Manager  
IKEA UK & IRELAND
Since returning to the UK to head up IKEA in this country after seven years running IKEA in China, Drakeford has been tasked with developing the group’s digital activities. She has hit the ground running with the opening of the first smaller IKEA store and in investigating alternative delivery options. Her successful initiatives in the UK will likely be rolled out around the world.

Richard Longhurst  |  Co-Founder  
Neal Slateford  |  Co-Founder  
LOVEHONEY
After a blaze of publicity following the company’s reality TV appearances and the go/Naked off-pay publication things have settled down at Lovehoney. But sales continue to grow rapidly overseas with a 24.6% increase in 2010, to £55 million. Longhurst and Slateford are now looking to raise funds for expansion into the U.S.

Ning Li  |  CEO  
MADE.COM
The recent fundraising has put some wind in the sails of furniture retailer Made.com that is ably led by Li who has been enjoying some success with expansion around Europe. There has also been an increasingly multi-channel approach taken that encompasses how some are being added that comfortably mix digital technology with physical products

Jonathon Brown  |  CEO  
MANDM DIRECT
The online discount clothing website continues to benefit from the expertise of Brown who last year helped its private equity owners sell the business to Denmark-based Baepex. With a price-focused approach Brown has had to work hard to differentiate the brand in the marketplace but he undoubtedly has the necessary skills to deal with the task.

Nitin Passi  |  Founder & CEO  
MISSGUIDED
Since founding the company in 2009 Passi has built it into an online apparel with £40 million of sales. Although he is planning investment in new technology he is also now selling his clothes through stores (via Nordstrom in the US and Selfridges in the UK) to build a more multi-channel approach. One reason sales are increasingly important to the group and have grown slightly over the past two years.

Mark Newton-Jones  |  CEO  
MOTHERCARE
Having more than proved his credentials over 20 years at Shop Direct, Newton-Jones took on the role of CEO at Mothercare in March 2010, during a troubled period for the group. Although it is still very early days in his tenure and of the company there is sufficient evidence of success for him to be one to watch in his new role.

Simon Belsham  |  CEO  
NOTONTHEHIGHSTREET.COM
Belsham unexpectedly moved from Tesco where he had been since 2002 (apart from a brief stint at Ocado) – latterly as online director. He has taken up the CEO role at Notonthehighstreet.com that will present him with many new challenges but his experience will stand him in good stead. He is one to watch in his new role.

Sally Hopson  |  CEO - Home Vet Group  
PETS AT HOME
One of the key growth areas for Pets at Home is its services division that covers under the responsibility of Hopson who joined the business in 2008 from Mars where she had been a non-executive director for 10 years. She also has a strong pet and retail development that places her very much in the multi-channel development aspect of Pets at Home especially considering 40% of online sales were collected in-store over the past year.
**Top 100 Sector breakdown**

Sectors that the top 35 and A-Z entries operate in

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**Nish Kukadia | CEO**

**SECRETSales**

Kukadia co-founded Secretsales in 2006 and has had a busy past year in the CEO seat with losses narrowing by 60%, sales jumping 39% to £25 million, and the securing of an extra £4 million of funding that is being used to double the company’s technology team. Improved customer targeting of offers and personalisation is high on his agenda.

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**Jon Wragg | e-Commerce Director**

**SUPERDRY**

Another escape from the major supermarkets, Wragg moved across to Superdry in April 2014, and is busy building the company’s significant online capability around the world that presents countless new challenges. He undoubtedly has the requisite skills and can call on clothing experience at George at Asda and ShopDirect to help.

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**Tania Foster-Brown | Marketing & Communications Director**

**SELFRIDGES**

It looked something of a shock when Foster-Brown moved from Asda to Selfridges this year. Although she has a marketing director’s title, the role is with the digital team, instead of at the department store, so she will have a remit that crosses all channels. This makes her one to watch.

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**Duncan Grant | Director of Multi-channel**

**THE ENTERTAINER**

When it looked like the terrifying category Grant helped build The Entertainer into the UK’s largest independent toy retailer. Mixing stores with strong online and click & collect, along with go-minute delivery, has helped the business carve out a strong multi-channel presence.

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**Clare Gilmartin | CEO**

**THETRAINLINE.COM**

With contactless payments on the increase, train travel never been more popular, and digital ticketing taking off, these are exciting times for TheTrainline.com. Heading up the business for the past year has been Gilmartin, who joined the business from a Bay where she gained a lot of respect helping grow its operations in the UK and Germany. She is one to watch as she grows the ticketing firm.

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**Dom McBrien | Multi-channel Director**

**THE WHITE COMPANY**

Experienced digital practitioner McBrien pitched up at The White Company in late 2014 to develop the business’s multi-channel proposition, which is fast becoming a force to be reckoned with. He has brought his skills from the time at Asda and M&S to the present role.
Kate Walmsley | Digital Director | TOPSHOP

With digital experience dating back to 2000 when at pioneering online agency Aido, Walmsley has employed her expertise to great effect at Arcadia’s flagship brand Topshop where she moved up to the role of digital director in April 2013. The brand continues to play around with augmented reality and social media to engage with its young core shoppers.

Stefan Barden | CEO | WIGGLE

There is unprecedented growth in cycling in the UK at the moment but there is also plenty of competition so Wiggle has not had everything its own way. But it has maintained its position as leader through its extensive product offering online. Barden’s remit remains focused on using his experience from Northern Foods to drive significant growth at Wiggle and part of this is its international expansion, with some early success being enjoyed in Australia.

Joe Murray | Co-Founder | Richard Tucker | Co-founder | WORLDSTORES

It has been a busy year for Murray and Tucker as they have raised £125 million in funding that is being used to develop their own next day delivery service for bulky items via van vehicle and they purchased Kiddicare last September. As well as scaling through numerous websites and the Worldstores site the pair have also been building Modern and Casafina as retail brands.

John Ashton | Multi-channel & Marketing Director | TRAVIS PERKINS

Newly installed at Travis Perkins, Ashton brings a wealth of experience from the time at DIY where he was head of Multi-channel retail and prior to that he held numerous e-commerce positions at Screwfix, Hamleys, Figleaves and John Lewis. He is one to watch as he tackles the DIY sector.

Neil Sansom | CEO | WOOLOVERS.COM

He recently moved into the leader’s role at Wooowers.com shortly after it was acquired by Langholm Capital, which will have aggressive growth plans for the business. Sansom is recognised here for his time at Moss Bros where he was initially head of e-commerce and he helped turn the retailer around to the point that it is now reporting impressive sales figures. Lately he was promoted up to omnichannel director.

Robert Schütze | Country Manager UK | ZALANDO

Zalando is developing its online fashion business at an exciting pace across Europe and looking to build up its presence in the UK. Schütze who took on the role at Zalando in 2009, he brings consumer brand experience from Roland Berger consultants. He and his team have built a successful business model from scratch and are focused on building a high profile brand in the UK.
Enablers
Supporting & Inspiring UK Retailers

These individuals represent enablers that continue to thrive on the changing needs of consumers and in turn help the retailers included in this report to achieve success.

They are listed here in alphabetical order by the organisation employing them.

Ross Bailey | Founder

Utilising the power of the internet Bailey is cleverly disrupting the landlord/retailer relationship by enabling retail space to effectively be booked in the same way as a hotel room. He has empowered smaller retailers looking for short leases and filled voids in shopping centres and high streets. He is definitely one to watch.

Duncan Olby | Senior Director
APPLE PAY

Ahead of the launch of Apple Pay the company brought in the experienced Olby in September 2014, who has spent many years in the payments and loyalty world with Visa, PayPal, Lloyds TSB, Air Miles and British Airways. He looks to be just the person for the role of pushing the virtues of Apple’s new payment solution in the UK market.

Neil Ashworth | CEO
COLLECT+

Click & collect is still growing at a cracking rate and Collect+ is playing a major part in fueling the success of this tried and trusted solution to the last mile issue. Ashworth has been at the company for nearly three years and continues to use his logistics experience to add more convenience stores (currently around 5,000) and retailers to the Collect+ service.

William Shu | Co-Founder & CEO
DELIVEROO

A recent £30 million fundraising will put the wind behind the mops as delivering the thousands of takeaway orders for customers of Deliveroo, which was co-founded by Shu in 2013. The success delivered for around 2,000 up-market restaurants and an explosion across the UK is underway as online transactions now account for 50% of all food delivery orders.
Tim Robinson | CEO
DODDLE

Steeped in the mail and logistics industries, Robinson is the perfect leader for Doodle, a leading parcel delivery service. They have a dedicated team of professionals located in train stations. Their strategy is to make mail delivery more convenient and accessible, combining it with the flexibility of train travel. Robinson has the opportunity to make a huge impact.

Dwain McDonald | CEO
DPD

DPD continues to set the pace with its initiatives and drive the train with McDonald, who seems to relish bringing innovation into the problematic area of last-mile delivery. Utilizing smart phones, he follows the delivery process and tracks the delivery of goods. He sees the next step will be to track the location of customers in order to complete the delivery.

Carole Woodhead | CEO
HERMES PARCEL NET

Having worked at Grattan for many years, Woodhead accurately nails the skills in Parcelnet in 2004, which now operates as Hermes in the UK. Much of her recent attention has been around overseeing expansion and ensuring that where her firm’s clients are heading, she also continues to grow the company’s parcels business.

Sarah Calcott | COO
EBAY UK

Imagery of a waving hand away from its auction heritage to becoming a marketplace plays a sweet Calcott and Lawler. The former is at eBay since 2020, which joined from BskyB, while Lawler joined the company in late 2012 from Sainsbury’s instore to head up its marketplace business and she has some important ideas including the tie-up with Argos.

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Patrick Wall | CEO
METAPACK

Wall founded Metapack at the height of the dot-com boom, and he still leads the company towards its aim of delivering fulfilment solutions (via its own network) to large retailers. A recent expansion into Asia pushes the firm's footprint beyond Europe and the US.

Jo Bertram | Regional General Manager UK & Ireland
UBER

Hardly a day goes by without Uber appearing in the newspaper having caused a stir on another front. But on the street, the business has major objectives with logistics and fulfilment that will undoubtedly affect retailers, and heading up the UK set-up is Bertram who we will no doubt see more of in the future.

Nicola Mendelsohn | VP - EMEA
FACEBOOK

Mendelsohn joined Facebook in 2012, with the big job of running a newly chunk of its non-US business. She comes with a track record of experience in the advertising industry, including running her own business (Kamishima) and holding various board-level roles (including Grey London and Diageo), which will come in handy as she helps Facebook achieve its targeted advertising objectives.

Michael Ross | Co-Founder & Chief Scientist
ORDERDYNAMICS

Ross likes nothing better than to dig deep into the analytics of retail where many others fear to tread. An MA in Mathematics and formative experience at Figleaves prepared him for setting up a company that has since been inducted into Orderdynamics. He is as much respected for his advice and non-executive roles as he is for the day job.

Peter Keenan | CEO
ZAPP

It has been a bit of a waiting game for Zapp - the mobile payment solution that has some of the top banks signed up. Apple Pay has been taking all the publicity, but Keenan has great confidence that when Zapp finally launches it will hit the ground running such is its simplicity and the big players it has involved.
James Gurd | Founder
DIGITAL JUGGLER
As well as founding ecommerce and digital marketing consultancy Digital Juggler in 2011 Gurd has also taken on a part-time role as the CCO of House of Fraser. His experience from Bertie’s, Digital Kitchen and Robert Dyas has helped guide his consultancy to partnerships with clients including Selfridges, The Wine Society and Sweaty Betty.

Clare Johnston | Founder & Joint-CEO
THE UP GROUP
Founded in 2007 by Johnston, the Up Group specialises in global digital talent and aims to help retailers solve the many serious issues around multi-channel. The group has worked with numerous big-name clients and hosts the The Digital Masters Awards.

Alison Lancaster | Interim Marketing Director
BRAVISSIMO
Massively experienced player in the multi-channel world, Lancaster is presently working with Bravissimo which is the latest in a long list of retailers that have sought her counsel as they battle with the growing multi-channel. Her previous ports of call include Boden, Bonmarche, White Stuff, M&S, Feather & Black, and Charles Tyrwhitt.

Martin Newman | CEO
PRACTICOLGY
As the CEO of Multi-channel consultancy Practicology and a non-executive director of Conviviality Retail, White Stuff and Wiggle, Newman has a strong presence in the industry whose experience and expertise is in high demand. Practicology has continued to grow and is now a major consulting force since Newman founded it in 2009.

Christina Starkey | Consultant
ODGERS BERNDTSON
Joined Ogert in 2006 as a researcher before quickly moving into the retail practice as an associate and then to a consultant where she specialises in recruiting senior executives across the full spectrum of retail disciplines into e-commerce and multi-channel now featuring prominently.

Kate Walsh | Head of Retail & Consumer Practice
RIDGEWAY PARTNERS
Having set up the retail and consumer practice at Ridgeway Partners in 2012 Walsh has built up a strong franchise appointing numerous senior executives. A growing number of these involve multi-channel and digital expertise and Walsh is busy building up the credibility in this part of the market.
Investors & Non-Execs

A mix of private investors and specialists at investment firms along with influential non-exec directors with multiple roles. This list comprises the most prominent figures currently investing in the retail industry and experienced directors who are helping retailers navigate the challenging digital journey.

Listed alphabetically by their surname.

**Harry Briggs | Simon Calver | Rory Stirling**
Co-Founders

**BUSINESS GROWTH FUND**

The recently created Business Growth Fund has a £200 million dedicated to investing in early-stage UK technology companies. Managing the fund are three experienced practitioners: Calver and LoveFilm before becoming CEO of Mather & Co, while Briggs has previously worked at Balderton, where he invested in The Hut Group, Lid and Retail. Stirling was an investor in MMC Ventures where he backed Reverso, Hubbub and Appear Here.

**Bill Currie | Co-Founder**
**Iain McDonald | Co-Founder**

**WILLIAM CURRIE GROUP**

It might be low key but its investments have included anything from former City retail analysts Currie and McDonald have backed some high-profile names including Asos, and The Hut Group. Other investments include Eagle Eye, Coca-Cola, Metapak, I, Big Dude Clothing and Anabáine.

**Mark Evans | General Partner**

**BALDERTON CAPITAL**

Long-standing venture capital player, having joined Benchmark in Silicon Valley and moved to London in 2002 where it became Balderton in 2007. Evans is now general partner. He has had a hand in numerous investments and his present portfolio includes Appear Here, The Hut Group and Worldstores.

**Karen Hanton | Private Investor**

Having founded online restaurant booking service TopTable and selling it in 2009 for £5 million, Hanton then began backing and supporting various internet start-ups. She is presently an investment partner in Profound Capital and an investor in Justaided, where her investments include Hire Space and PetsPyjamas.
Harding continues to drive a plethora of innovation at House of Fraser

#16 Andy Harding | HOUSE OF FRASER

Brent Hoberman | Chairman
FOUNDERS FORUM

With Lastminute.com long behind him Hoberman has successfully co-founded and advised businesses such as Made.com as well as seated Founders Forum that is a mix of events that bring together entrepreneurs and investors, consultants, and executive search firms. He alsoevents influence though sitting on a Government digital services board.

Robin Klein | Partner
Saul Klein | Partner
THE ACCELERATOR GROUP

The Accelerator Group has been operating as an investor and advisor since 1999 when Robin Klein was a pioneer in backing internet businesses. With vastly experienced Saul actively involved both the pair operates an influential operation. Expect to see them take part in many deals including those of Index Ventures where they both remain involved.

William Reeve | Co-CEO
HUBBUB

Reeve has a CV that is packed with internet-related experience, from co-founding LoveFilm to being head of partnerships at Paddy Power right through to document activities that include non-executive chairmanship of Graze.com, an investor and co-CEO of Hubbub, and a non-executive director role at Dunelm.

Anders Holch Povlsen | CEO
BESTSELLER

Made his name and fortune from fashion retailer Bestseller but Povlsen has influence the UK market via his stakes in online clothing sites Zalando and Asos and the recent purchase of MandM Direct. As owner of a privately held company Povlsen has the freedom to make further such investments that could see him have an even greater impact on UK online retail in the future.

Lyndon Lea | Co-Founder
LION CAPITAL

Highly respected Lea passed through the halls of some hallowed private equity houses such as KKR and Heidie Muse Tate & Lyle before setting up Lion Capital, which has gained a taste for r stupendous for enhancing the value of retail and FMCG brands. AllSaints, Hema, American Apparel and Wagamama have been in the portfolio of late.

Alan White | Chairman
HOTTER FOOTWEAR

Since retiring from the CEO role at N. Brown, where White took on the early stages of its journey from mail order business to being a digital first retailer, he has taken on a number of non-executive and investor roles including chairman of Hotter, advisor at Farago, and non-executive director at DirectWines.

Jon Kamaluddin | Chairman
ATTERLEY ROAD

Having spent a formative 20 years at Asos, half of which was spent mastering mind its successful overseas expansion, Kamaluddin now has the financial and intellectual resources to invest and advise a variety of web-based companies. He sits on a board member at Attarley Road, Ilkarna, Peopleio and The Secret Linen Store.

Sir Terry Leahy | Private Investor

As CEO of Tesco the story of Leahy’s executive career is well documented. What is less well known is the prolific level of investments he has made in small, digitally-focused start-ups. Often joining forces with William Curry Group Leahy has stakes in Annette, Stacount, Eagle Eye Solutions, and Metapack among others.

Peter Williams | Chairman
BOOHOO.COM

One of the most experienced operators in retail—especially where it involved digital—having held executive roles including CEO of Selfridges and numerous non-executive positions at Asos, Rightmove, MisterSpeck, and Boohoo.com where he presently sits as chairman. Williams’ expertise and guidance is massively in demand from businesses of all shapes and sizes.
RetailInsider.com is a free-to-subscribe blog/website that aims to adhere to its strap-line of ‘Taking a look behind the obvious on the high street, online and in the City’.

It’s not just another news site but instead offers up a cocktail of opinions and insights on the retail industry along with the occasional leisure sector content to spice up the mix. These regular insights have recently been complemented by a range of carefully selected columnists, and regular slots such as Q&A’s with leading e-commerce & multi-channel retailers and the Innovative Retailers’ series.

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