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 tomorrow’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 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 helped to reduce this long list down to the Top 100 names and to also select the Top 35 from within this 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 was then given to each of the Panel to score privately on a number of important criteria - 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 all the non-retailers have again been grouped under relevant headings: service providers/enablers, 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 this entrant who is obviously doing the right thing, pinging into the Multi-channel retail top 100 movers and shakers report.

Moving down
A change of role or commercial position? Maybe a change of environment?... either way this entrant has slipped down the scale since 2014.
Andy Harding | Chief Customer Officer  
HOUSE OF FRASER  
Recently took the newly-created position of chief customer officer at House of Fraser as his responsibility at the group increased. This follows a number of positions held that have seen him amass a wealth of digital experience. This began at Carphone Warehouse in 2000 and took in the position of director of Multi-channel and account sales at Ryman.

Jonathan Wall | Group e-Commerce Director  
SHOP DIRECT  
Prior to joining Shop Direct in 2010 to head up its e-commerce function he held the CEO position at Flowersdirect.co.uk and before that he was marketing director at Dabs.com, which he joined during the dotcom boom in 1999.

Alison Lancaster | Interim Marketing Director  
BRAVISSIMO  
She has held a number of interim positions in recent years following a career involving many Multi-channel and digital roles in executive positions at an array of retailers including White Stuff, Feather & Black, Harrods, Charles Tyrwhitt and John Lewis.

Vince Gwilliam | Senior Partner  
BRIDGEPOINT  
Having joined Bridgepoint in 1987 he is now a senior partner and a member of its consumer sector team with responsibility for the business’s retail investments. He presently sits on the board of Pret A Manger and has been involved with Hobbycraft, Pets at Home and Adams Childrenswear.

Steve Robinson | CEO  
ACHICA  
He has been CEO at Achica since April 2014, having accumulated vast digital experience while in senior executive roles at B&Q, MandM Direct and Tesco Direct, which he set up. This followed an early retail role at Argos where he was finance director.

Christina Starkey | Consultant  
ODGERS BERNDSTON  
Joined the London office of Odgers in 2006 and now focuses on the recruitment of senior executives across a broad range of functions in the retail sector – with Multi-channel roles increasingly prevalent. She previously worked within a family-owned private investment group.

James Bilefield | Non-Executive Director and Investor  
As well as building a portfolio of early stage investments, he holds a number of advisory and board positions including McKinsey & Company, Farfetch, Ticketscript, The Cambridge Satchel Company, and the London Science Museum. Prior to this he was president of digital at Condé Nast and earlier held managerial positions at Skype and Yahoo!

Kate Walsh | Head of Retail and Consumer Practice  
RIDGEWAY PARTNERS  
She set up the retail and consumer practice at Ridgeway Partners in 2012 and built it up through appointing numerous senior executives in all disciplines of retail and providing ongoing advice to clients. Kate will be joining the retail practice of Russell Reynolds Associates, the global search firm, later in the year with the title executive director.
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 all vitally important to ensuring Multi-channel retail continues to evolve, innovate and disrupt, and therefore stays relevant for today’s (and tomorrow’s) ever more demanding customers”.

Glynn Davis
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 involve bringing the Apple Watch into the brand’s portfolio.

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 VP of special projects Kavan who has certainly been involved with developing the food side of the business since he joined the Amazon in 2011.

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 benefited 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 on. He will no doubt benefit from the skills of Manley who has been with Burberry since 2001 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 this 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 adviser 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 imprint of Wolfson on it. He has played a major role in championing the cause of the Directory 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 adversary in helping Next deliver on 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 at flotation when he’d rather be spending it on customer service 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 ensures they enjoy a seamless experience.

08

Simon Mottram | Founder & CEO
RAPHA

Rapha is the creation of Mottram and it 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 compromised on little and 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 great strides in both broadening the product offer and successfully expanding into the US. The next big move involves stretching the brand from a box delivery scheme to having its snacked goods appear on supermarket shelves.
The merger between Yoox and Net-A-Porter has created a real European powerhouse of online luxury fashion that will undoubtedly make waves in the sector. Also not afraid to causing a few ripples is its CEO Marchetti (founder of Yoox) who seems to relish being a hard operator. This will no doubt cause some polarisation of opinions within Net-A-Porter, which will inevitably lead to some fall-out. Regardless of how much he rocks the boat, he is definitely one to watch.

Federico Marchetti  
CEO  
YOOX/NET-A-PORTER

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 launch of a global click & collect service adds a bit of Multi-channel to the mix.

With founder Nick Robertson stepping down in September to become a non-executive director at 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 the entrepreneurial zeal that Robertson brought to it in bucket-loads.

Nick Beighton  
CEO  
ASOS

There is no doubt that the digital stores concept has been a massive success for the group’s Argos business and has given it a new lease of life. Integral to its future is the hub and spoke fulfilment model that Bodson and Walden are eagerly developing. Their earlier skills gained outside the retail sector are helping them redefine the company.

John Walden  
CEO  
BERTRAND BODSON  
Chief Digital Officer  
HOME RETAIL GROUP

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 reignite the digital aspects of Majestic.

Rowan Gormley  
CEO  
MAJESTIC WINE

Fletcher has really pushed Graze.com onto another level since joining in 2009

#9 Anthony Fletcher  
GRAZE.COM

“Fletcher has really pushed Graze.com onto another level since joining in 2009”
Harding continues to drive a plethora of innovation at House of Fraser including using Beacon technology in mannequins, undertaking a tie-up with Caffè Nero for a click & collect store, and introducing a queue management system. None of this is for show as online is very much the growth engine at the firm as it expands overseas including into its parent company’s base China.

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

There have been some question marks in the past over the acquisition-hungry strategy of Moulding and The Hut Group but the last couple of years have been a period of consolidation that has strengthened the group. And there is no doubting the quality of the investor base and big names around the board room table that clearly recognise Moulding’s capabilities and potential.

Wall relishes the challenge of innovating at Shop Direct and has benefited from an early call on a mobile-first strategy, the introduction of a user experience lab, and working with start-ups in the UK and Israel. His appetite for pushing the group forward is helped by the commitment of Baldock, the supportive CEO for the past three years, who has taken the business into profitability.
Long-standing CEO Laurent has doggedly carved out a strong position for PhotoBox that now consists of a number of brands including Hofmann, Posterjack, Sticky9 and Moonpig, which the company acquired back in 2011. It has a commanding position in the personalised market and the opportunities for growth are evident in a category that clearly has long-term advantages for digital players.

Ocado certainly polarises opinion but there can be nothing but a universal view 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 it signed with Morrisons. Meanwhile, Steiner has always ensured the business maintains its tremendous customer service standards.

McCallum has extensive experience dating back to Intel and Apple in the 1990s and taking in Capital Radio and eBay along the way where he helped turn around its European business. Now with multiple roles he is non-executive director at Ocado and chairman of both Thetrainline.com and PhotoBox.
Knowing his way around the digital universe gives Harrow plenty of credibility in the market.

#35 Simon Harrow | ELEVATE

Tesco has continued to pile responsibility onto Terrell – who at one point was running the whole of the UK business. Now with a new title following his time as the group Multi-channel director, which he took when joining from House of Fraser in 2013, his remit is broad and touches on all aspects of the business that engage with the customer. Much of this is now focused on the plumbing rather than glitzy add-ons.

25

Luke Kingsnorth | e-Commerce & Marketing Director
CHARLES TYRWHITT

It’s very much becoming a shirt-selling juggernaut that marries all the channels together in a coherent manner, helped by the work of Kingsnorth who has been with the business since 2010 having done a stint at John Lewis online. He has added the marketing director role to his earlier pure e-commerce responsibility that gives him plenty of control over the business in two key areas that are proving increasingly complementary aspects of Multi-channel.

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 ensured that its Multi-channel proposition works smoothly. Leading its activity in this area is Preedy who joined the firm in 2008 with solid experience gained from Otto UK and Shop Direct.

27

Robin Terrell | Chief Customer Officer
TESCO

With a remit that now covers technology and digital, Rudoe is perfectly placed to ensure the company uses IT to deliver real benefits to customers. This is manifesting itself in a move to enable shoppers to utilise their mobile phones more fully in-store. A payment option is likely to be added soon. The experience he gained at Ocado is still of value in guiding his strategy.

28

Jon Rudoe | Digital & Technology Director
SAINSBURY’S

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, Etsy, Asos, Farfetch, LoveFilm, Metapack, and PhotoBox are among the many businesses to have received funds from Index, which has over the years built up a terrific reputation in Europe and at the heart of its success are the Rimers.
Things have been picking up for M&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 real differentiator for brands like M&S. Wade-Gery is a forceful presence pushing through serious change at the company and with the well-respected Walmsley assisting then the relevant skill-sets are certainly in evidence for the business to be a truly strong Multi-channel presence.

Revolutionising the way fashion brands work with fashion retailers is the bold claim from Griffin who founded Anatwine in October 2013. 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. Purt has become an integral part of the Anatwine story since joining in mid-2014.

Bovill has been a well respected operator 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 this led him to take a dual role at Monsoon Accessorize in 2013 that blends operational e-commerce with technology, which utilises his broad skill-sets.

Knowing his way around the digital universe gives Harrow plenty of credibility in the market as he looks to grow Elevaate and its proposition that gives retailer and suppliers more control over their digital shelf space. He is also an investor in Haatch with some of the team from Kiddicare where he was COO before its purchase by Morrisons.
Steve Robinson | CEO
ACHICA

Robinson is using all the skills he has gained - running MandM Direct, Tesco Direct and B&Q online – at flash sales site Achica where he is working hard using data analytics to bring more personalisation to the offers sent to customers. Despite the challenges he recognises the massive potential in the lifestyle 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 eBay and Grand e-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 2011. Developing the online operation has been an important part of the strategy she brought to bear, 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 11.4% 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 campaigns have started to hit home. The two co-founders remain at the helm and will be looking to further push up the group’s overseas sales as competition online intensifies.

Richard Houlton | Director of Channels UK & ROI
Dave Elston | 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 Elston 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. This 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 there have been no major developments to report this past year his experience in the industry (chiefly at Argos) 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 52% of web sales and the Domino’s app has been downloaded 10 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 pedigree of Browett who has held a number of senior roles at Tesco, Dixons, Apple briefly, and Monsoon Accessorize. In each position his remit involved growing non-store sales. This will be integral to his new role at Dunelm as the company has recognised its need to develop a more Multi-channel model. Browett is regarded as the man to deliver this and he is without doubt one to watch.
Boundary-pushing retailer Hotel Chocolat continues to be led by its entrepreneurial founder Thirlwell who is very much the driver of its innovations and initiatives that ensure it stands out from the competition. He has created a vertically integrated Multi-channel brand that successfully straddles retail and leisure & hospitality. For sure, he will have other surprises planned for the future.

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 is 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 50 Shades of Grey publication things have settled down at Lovehoney. But sales continue to grow rapidly overseas with a 14.6% increase in 2014 to £5.1 million. Longhurst and Slateford are now looking to raise funds for expansion into the US.

Chris Morton | Co-Founder
LYST

Lyst is one of the UK’s hottest fashion stories, with its delivery of a personalised shopping experience that is made possible through its partnerships with leading brands and lots of number-crunching. It is the brainchild of Morton who is pushing for global growth, helped by a recent fundraising of $40 million from some high profile venture firms.

Angus Thirlwell | Co-Founder
HOTEL CHOCOLAT

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 show rooms 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 Bestseller. With a price-focused approach Brown has had to work hard to differentiate the proposition in the marketplace but he undoubtedly has the necessary skills sets to deal with the task.

Mark Newton-Jones | CEO
MOTHERCARE

Having more than proved his credentials over 10 years at Shop Direct Newton-Jones took on the role of CEO at Mothercare in March 2014 during a troubled period for the group. Although it is still very early days in his turnaround of the company there is sufficient evidence of success for him to be one to watch in his new role.

Simona 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 comes under the responsibility of Hopson who joined the business in 2008 from Asda where she had been a senior executive for 14 years. She also handles store and format 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.
Kukadia co-founded Secretsales in 2006 and has had a busy past year in the CEO seat with losses narrowing by 49%, sales jumping 39% to £25 million, and the securing of an extra £3 million of funding that is being used to double the company’s technology team. Improved customer targeting of offers and personalisation are high on his agenda.

Foster-Brown created something of a shock when she moved from Arcadia to Selfridges this year. Although she has a marketing director’s title this will inevitably be closely aligned with the digital activities taking place at the department store so she will have a remit that crosses all channels. This makes her one to watch.

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

When it looked like there was trouble in the toy category Grant helped build The Entertainer into the UK’s largest independent toy retailer. Mixing stores with a strong offer online and click & collect, along with 90-minute delivery, has helped the business carve out a strong Multi-channel presence.

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 eBay 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.

Experienced digital practitioner McBrien pitched up at The White Company in late-2013 to develop the business’s Multi-channel proposition, which takes it from its traditional store-focused approach. He has brought skills from his time at Arcadia and M&S to the present role.
Kate Walmsley | Digital Director
TOPSHOP
With digital experience dating back to 2000 (when at pioneering online agency AKQA) 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.

John Ashton | Multi-channel & Marketing Director
TRAVIS PERKINS
Newly installed at Travis Perkins, Ashton brings a wealth of experience from his time at Clarks 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 Woolovers.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. Latterly he was promoted up to omni-channel director.

Joe Murray | Co-Founder
Richard Tucker | Co-founder
WORLDSTORES
It has been a busy year for Murray and Tucker as they have raised £25 million in funding that is being used to develop their own next-day delivery service for bulky items via 100 vehicles and they purchased Kiddicare last September. As well as selling through numerous websites and the Worldstores site the pair have also been building Modern and Casafina as retail brands.

Robert Schütze | Country Manager UK
ZALANDO
Zalando is developing its online fashion business at a cracking pace across Europe and heading up its presence in the UK is Schütze who took on the role in early 2014. He brings consumer brand experience from Roland Berger consultants, Henkel and Bosch and is likely to play a growing role in the UK as evidenced by the stake the firm has recently taken in Anatwine that confirms its presence in this country.

Neil Sansom | CEO
WOOLOVERS.COM
He recently moved into the leader’s role at Woolovers.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. Latterly he was promoted up to omni-channel director.
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
APPEAR HERE

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 small 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, AirMiles 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 fuelling 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 5,600) and retailers to the Collect+ service.

William Shu | Co-Founder & CEO
DELIVEROO

A recent $70 million fundraising will have put the wind behind the mopeds delivering the thousands of take-away orders for customer of Deliveroo, which was co-founded by Shu in 2013. The service delivers for around 2,000 upmarket restaurants and expansion across the UK is underway as online transactions now account for 40% of all food delivery orders.
Tim Robinson | CEO
DODDLE

Steeped in the rail and logistics industries Robinson is the perfect leader for Doddle that involves dedicated parcel shops located in train stations. They tap into the phenomenally successful click & collect concept combined with locations for collection at extremely convenient rail locations. With thousands of train stations Robinson knows the opportunity is huge.

Martijn Bertisen | Director - Retail
GOOGLE UK

Long-time Google citizen Bertisen heads up the sales role within the retail sector division for the US online behemoth, which makes him an important player in the industry based on Google’s broad spread of activities. The company took a knock with the failure of its Glass but the business is massively important and Bertisen is becoming the go-to man for retailers.

Cameron McLean | Managing Director for UK & Ireland
PAYPAL

The recent split from parent company eBay will provide challenges and opportunities for PayPal and McLean, who has been with the company since 2005, as it looks to reinforce its position in the marketplace as newcomers like Apple Pay enjoy all the attention and start to gain some traction. If, and how, McLean’s role will change remains to be seen.

Dwain McDonald | CEO
DPD

DPD continues to set the pace with its initiatives and driving the train is McDonald who seems to relish bringing innovation into the problematic area of the last mile. Utilising smart-phones its Follow My Parcel was a groundbreaking way to track deliveries and he reckons the next step will be to track the location of customers in order to complete the delivery.

Carole Woodhead | CEO
HERMES PARCELNET

Having worked at Grattan from 1987 to 2001 Woodhead is vastly experienced in mail order and she brought these skills to Parcelnet in 2003, which now operates as Hermes in the UK. Much of her recent attention has been around overseas expansion as she recognises this is where her firm’s clients are heading. She also continues to grow the company’s Parcelshops.

Graham Cooke | Co-Founder & CEO
QUBIT

Experience at Google was the perfect preparation for Cooke and other ex-Googlers to set up the analytics house QuBit, which has been expanding at a significant rate in the UK as well as in the US following a $26 million fundraising. Growth hit 362% in the first half of 2015 as QuBit signed up some big time retailers to its data-first services.

Sarah Calcott | COO
Tanya Lawler | VP - Marketplaces
EBAY UK

Integral to taking eBay away from its auction site heritage to becoming a more traditional retailer are Calcott and Lawler. The former has been at eBay since 2010, which she joined from BSkyB, while Lawler joined the company in late 2012 in order to head up its marketplace business and she has cut some important deals including the tie-up with Argos.

Patrick Wall | CEO
METAPACK

Wall founded Metapack at the height of the dotcom boom and he still leads the business towards its aim of delivering vital fulfilment solutions (via its software-as-a-service model) 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 newspapers having caused some disruption or other. But taxi strikes aside, 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 2013 with the big job of running a hefty chunk of its non-US business. She comes with a stack of experience in the advertising industry including running her own business (Karmarama) and holding various board level roles (including Grey London and Diageo), which will come in very 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 eCommera that has since been rolled 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 payments 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.
Consultants & Recruitment Specialists
These are the most influential consultants in the retail industry today, and the leading recruitment specialists working at the heart of the sector to make things happen in the world of Multi-channel.

Listed alphabetically by their surname.

James Gurd | Founder
DIGITAL JUGGLER
As well as founding e-commerce and digital marketing consultancy Digital Juggler in 2011 Gurd has also taken on part-time roles at the likes of House of Fraser. His experience from Betterware and Robert Dyas has helped guide his consultancy operation 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 glitzy annual 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 embracing multi-channel. Her previous ports of call include Bonmarché, White Stuff, Morrisons, Feather & Black, and Charles Tyrwhitt.

Martin Newman | CEO
PRACTICOLOGY
As the CEO of Multi-channel consultancy Practicology and a non-executive director of Conviviality Retail, White Stuff and Wiggle, Newman is a growing presence in the industry whose experience and expertise is in widespread 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 Odgers in 2006 as a researcher before quickly moving into the retail practice as an associate and then as a consultant where she specialises in recruiting senior executives across the full spectrum of retail disciplines – with 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 great credibility in this part of the market.
New Movers & Shakers for 2015

Welcome to all the innovators, thought leaders and retail experts listed for the first time, as well as those returning after a short break from the top 100.

Investors & Non-Execs

A mix of private investors and specialists at investments 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 £200 million dedicated to investing in early stage UK technology companies and managing the fund are three experienced practitioners. Calver ran LoveFilm before becoming CEO of Mothercare, while Briggs has latterly worked at Balderton where he invested in The Hut Group, Lyst and Tictail, and Stirling was an investor at MMC Ventures where he backed Reevoo, Hubbub and Appear Here.

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

WILLIAM CURRIE GROUP

It might be low-key but its investments have been anything but as former City retail analysts Currie and McDonald have backed some high profile names including Asos, and The Hut Group. Other investments include Eagle Eye, Occa-Home, Metapack, Big Dude Clothing and Anatwine.

Mark Evans | General Partner
BALDERTON CAPITAL

Long-standing venture capital player, having joined Benchmark in Silicon Valley and moved to London with the firm 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 2010 for $55 million, Hanton then began backing and supporting various internet start-ups. She is presently an investment partner in ProfoundersCapital and an investor in JustAddRed where her investments include Hire Space and Pets Pyjamas.
Lyndon Lea | Co-Founder  
LION CAPITAL  
Highly respected Lea passed through the halls of some hallowed private equity houses such as KKR and Hicks Muse Tate & Furst before setting up Lion Capital, which has gained a top notch reputation for enhancing the value of retail and FMCG brands. All Saints, Hema, American Apparel and Wagamama have been in the portfolio of late.

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 Currie Group Leahy has stakes in Anatwine, Starcount, Eagle Eye Solutions, and Metapack among others.

Robin Klein | Partner  
Saul Klein | Partner  
THE ACCELERATOR GROUP  
The Accelerator Group has been operating as an investor and adviser since 1995 when Robin Klein was a pioneer in backing internet businesses. With vastly experienced son Saul actively involved too 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.

Anders Holch Povlsen | CEO  
BESTSELLER  
Made his name and fortune from fashion retailer Bestseller but Povlsen has influenced 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.

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 created Founders Forum that is a mix of events that bring together entrepreneurs and investors, consultants, and executive search firms. He also exerts influence through sitting on a Government digital services board.

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

Alan White | Chairman  
HOTTER FOOTWEAR  
Since retiring from the CEO role at N. Brown, where White took it 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 Fruugo, and non-executive director at Direct Wines.

Jon Kamaluddin | Chairman  
ATTERLEY ROAD  
Having spent a formative 10 years at Asos, half of which was spent masterminding its successful overseas expansion, Kamaluddin now has the financial and intellectual resources to invest and advise a variety of web-based companies. He is a board member at Atterley Road, Klarna, Peoplevox and The Secret Linen Store.

Peter Williams | Chairman  
BOOHOO.COM  
One of the most experienced operators in retail – especially where it involves digital – having held executive roles including CEO of Selfridges and numerous non-executive positions at Asos, Rightmove, Mister Spex, 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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