



The Multi Channel & eCommerce  
top 100 Movers & Shakers  
Glynn Davis | [Retailinsider.com](http://Retailinsider.com)



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## K3 are delighted to be sponsoring the 2nd Multi-channel 'Movers and Shakers' report 2011

So from K3 it's a big thank you to Glynn Davis and the Advisory Panel who have had many 'sleepless nights' worrying about who's in and who's out with a lot of healthy debates along the way. What is great about this second addition is again the diversity of individuals and their roles and in some ways shows the continuation of how dynamic and fluid Multi channel retailing is in the UK and Globally. I would like to thank all 100 named individuals and the businesses they represent for all the fantastic 'entrepreneurial' work they have done in the space and also somehow managing to stay ahead of the curve in this ever changing retail environment in which we work. I trust you will find this second survey as thought provoking as the first and hope it will stimulate some debate, as always we welcome your feedback.

**Tony Bryant**  
Head of Business Development  
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### The 2011 Advisory Panel

#### **John Bovill** | Chief operating officer, Jacques Vert

Recently joined Jacques Vert after a 10 year stint at Aurora Fashions where he moved from the initial position of supply controller for the Oasis brand to group IT director in 2006. The latter role involved John delivering e-commerce, multi-channel and mobile commerce strategies.

#### **Christina Starkey** | Consultant, Odgers Berndtson

Joined Odgers in 2006 with a focus on senior executive recruitment, Christina's remit now includes multi-channel and e-commerce related appointments.

#### **Jonathan Wall** | Group e-commerce director, Shop Direct Group

In April 2010 Jonathan took on his current role where he has responsibility for the commercial performance of the group's various websites. He is using experience from former roles as marketing director at Dabs.com and chief executive of FlowersDirect.co.uk.

#### **David Smith** | Managing director, IMRG

After initially working on various magazines, David moved to the Football Association where he helped develop its website. This led him to create various online sports stores including Sports-Direct.com and in 2007 to his current position at the IMRG.

#### **Simon Russell** | Head of multi-channel, John Lewis Partnership

After joining JLP as a graduate Simon went on to manage both the Bluewater and Sheffield branches before taking up his current position in February 2010. Responsibilities include growing the company's online store while ensuring it is integrated into the existing retail business.





Last year when Retailinsider.com created the maiden Multi-channel/e-commerce Top 70 report such was the positive response that the decision was immediately taken to expand it to a Top 100

The feedback undoubtedly highlighted the increasing importance that is being placed on those individuals in the retail sector who can bring expertise and experience of e-commerce and multi-channel retailing to the table.

As the industry moves increasingly down the road to being truly multi-channel the role of these people will become ever more important and it is hoped that this list will prove a useful guide to pointing out both the current big company leaders and the rising stars of the future in this exciting part of the market.

There are many new names in the list this year, which is probably indicative of how dynamic the industry is and also how immature it remains. The changes show there is an opportunity for skilled individuals to quickly make their mark – but equally there is the chance of rapidly falling out of favour.

Another big change this year was the introduction of a new methodology for creating the report, namely the appointment of an advisory panel of seasoned industry experts whose role was to rank the top 30 in order of influence within the industry.

I'd like to take this opportunity to thank them for their input and wise counsel as well as for being an important ingredient in helping bring together what I hope is an entertaining, interesting and thought-provoking Top 100 for 2011. I would like to add a big thank-you to the report's sponsor K3 Retail.

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**Glynn Davis**

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As the industry moves increasingly down the road to being truly multi-channel the role of these people will become ever more important

# 01>30

## The top Movers & Shakers 2011



### #01

**Christian Hernandez** | Head of international business development +  
**Mark Zuckerberg** | Founder and CEO

#### Facebook

When Zuckerberg founded Facebook he always intended it to take over the world and its ultimate impact on retail is still far from quantifiable. But there is little doubt that it will be pronounced. He is assisted by Facebook's man on the ground in the UK - ex-Google executive Hernandez who has all UK retailers in his sights.



**Matt Brittin** | UK & Ireland managing director +  
**Peter Fitzgerald** | Director for Retail

#### Google

Whether it is search, mobile, analytics or online commerce it's difficult to escape Google. The power in the UK sits with Matt Brittin who did time at Trinity Mirror, and Fitzgerald who previously worked at Amazon.

### #02



**Chris North** | UK managing director +  
**Jeff Bezos** | Founder

#### Amazon

Described by one e-commerce specialist as "God", the restless Bezos continues to push Amazon into new markets and pioneer new revenue streams including cloud services and the Kindle e-reader. Assisting Bezos is North who stepped up to the UK MD role in January 2010.

### #03



**Steve Jobs** | Chairman +  
**Tim Cook** | CEO

#### Apple

The effect on retail from Apple is enormous as it continues to push the consumer in ways they hadn't even considered. Ground-breaking products, pioneering stores, and a unique culture has all emanated from one man - co-founder Steve Jobs. With Jobs stepping back, the power is now in the hands of new CEO Tim Cook.

### #04



# “Ground-breaking products, pioneering stores, and a unique culture has all emanated from one man...”

see Steve Jobs | Apple



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**Laura Wade-Gery** | Executive director for multi-channel and e-commerce +  
**David Walmsley** | e-commerce director

#05

## **Marks & Spencer**

Instrumental in building the Tesco.com business, Wade-Gery was heading for big things at the grocer before she was poached by M&S. She has been given a board seat and responsibility for building its online business and multi-channel proposition. She is supported by the experienced Walmsley who cut his teeth at John Lewis and Dixons.



**Ken Towle** | CEO  
**Tesco.com**

#06

Stepping into the big shoes of departed Tesco.com boss Laura Wade-Gery, Towle has a key role to play as the grocer rolls-out its online model around the world. It is not yet obvious how his previous role as head of Tesco China will help him in this important position.



**Andrea O'Donnell** | Strategy director  
**John Lewis**

#07

O'Donnell has a broad remit on the board of John Lewis but crucially it involves responsibility for multi-channel and online selling strategies. As one of the UK's leading retailers with big multi-channel aspirations this makes her an influential figure in UK retail.



**Nick Robertson** | Co-founder +  
**Jon Kamaluddin** | International director  
**Asos**

#08

Little needs saying about Robertson who helps keep the runaway train that is Asos firmly on the tracks. Where Asos leads many others follow and where it is leading at the moment is overseas where Kamaluddin is delivering a masterclass in international expansion.



**Tanya Lawler** | Director of digital  
**Sainsbury's**

#09

After four years at Sainsbury's as director of direct channels Lawler was promoted midway through 2010 into the broader role of head of digital, which gives her greater influence, and highlights that the supermarket is fully committed to developing its multi-channel proposition.



**Alan White** | CEO

**N. Brown**

It might be an unusual move for N. Brown to open its own stores when all around it are closing theirs but this indicates the deep understanding White has for multi-channel retail. He continues to be an inspirational leader and a gentleman at the Manchester-based group.

#10



**Mark Newton-Jones** | CEO +

**Jonathan Wall** | Group e-commerce director

**Shop Direct Group**

Shop Direct is now recognised as a leader in online clothes retailing, but Newton-Jones and Wall have also been successfully building a strong mobile presence and moving into a younger demographic with brands like Very.

#11



**Robin Terrell** | Executive director of multi-channel and international  
**House of Fraser**

Terrell has spearheaded an impressive turnaround in House of Fraser's non-store business. Sales in the first half of the year were up 111% as he takes the group ever-closer to being a real multi-channel business, with Click & Collect stores indicative of his visionary thinking.

#12



**Martha Lane-Fox** | UK Digital Champion

It's a tough task to get the whole country online but Lane-Fox has the pedigree to make it happen, having co-founded pioneering website Lastminute.com she is also using her expertise as a non-executive director at Marks & Spencer.

#13



**Natalie Massenet** | Founder and executive chairman  
**Net-A-Porter.com + Mr Porter**

She might well have sold Net-A-Porter for £350 million to Richemont in 2010 but she hasn't put her feet up. Instead Massenet this year launched sister site Mr Porter that received plaudits for its customer experience.

#14

# "...sold Net-A-Porter for £350 million to Richemont in 2010 but she hasn't put her feet up"

see Natalie Massenet | Mr Porter



**David Smith** | Managing director  
**IMRG**

#15

The IMRG remains the voice of the e-commerce community in the UK and is increasingly playing a role in Brussels. Under the operational guidance of the personable Smith it retains its strong relationship with the retail community and its statistics are recognised as the barometer of the online retail world.



**Simon Harrow** | Chief operating officer  
**Kiddicare**

#16

Harrow combines technology expertise with a broader business perspective that should help him play an increasingly influential role in the industry now that Kiddicare is under the ownership of Morrison's.



**Simon Russell** | Head of multi-channel +  
**Jonathan Brown**  
**John Lewis Partnership**

#17

Since John Lewis bought Buy.com in early 2001 it has cleverly built up a multi-channel business that many of its rivals probably grudgingly respect. Russell and Brown undoubtedly have their fingerprints on much of what happens at the company.



**David Tarbuck** | Multi-channel programme and operations manager  
**Argos**

#18

Argos has been having a tough time of late as the supermarkets compete viciously but the group still innovates more than most and continues to win many awards. Tarbuck has been onboard since 2000 and is an influential figure in the business.



**John Gallemore** | Chief operating officer +  
**Matthew Moulding** | CEO  
**The Hut**

#19

Acquisitions continue at The Hut, with MyProtein.com the latest purchase while the group prepares itself for the inevitable flotation that could value the business at £250 million. This should seal the reputations of both Gallemore and Moulding.





# "...he clearly 'gets' the medium and all it potentially represents"

See Christopher Bailey | Burberry



**Tim Steiner** | CEO

## **Ocado**

Profits have been a tough one to come by for the online grocer but there is no disputing the fact Ocado has been a pioneering business and delivers a level of service that's second to none. Ocado customers should thank Steiner for that.

#20



**Ashley Friedlein** | CEO and co-founder

## **Econsultancy**

Many retailers turn to Friedlein and Econsultancy for help in developing their businesses as the consultancy/research group continues to provide an informed view of the industry and a level of expertise that many smaller players in the market find vital.

#21



**Sir Terry Leahy** | Investor

## **Metapack, The Hut Group, Eagle Eye Solutions & advisor Clayton, Dubilier & Rice**

He no longer sits in the CEO's seat at Tesco but Leahy continues to wield power and clearly has his finger on the pulse as his recent investments have shown. Many other small businesses must be hoping he parks some of his influential cash with them.

#22



**Carl-Olav Scheible** | Managing director

## **PayPal UK**

As the world of payments expands beyond the traditional channels and operators PayPal is positioning itself as the payment option of choice in the online and mobile world. Scheible is responsible for making it a reality in the UK.

#23



**Ulric Jerome** | CEO

## **Pixmania**

With Pixmania becoming an increasingly important part of Dixons Group's online proposition, the star of Jerome will undoubtedly rise - especially with the departure of David Walmsley.

#24





**Hash Ladha** | Group multi-channel director

**Aurora Fashions**

The recent offer of home delivery within 90 minutes of ordering, and adding external brands to its local language sites, highlights how innovative Aurora has become. Ex-Asos director Ladha remains heavily involved in such activities at the group, which includes the Oasis and Warehouse brands.

#25



**Humphrey Cobbold** | CEO

**Wiggle**

Cobbold is riding a strong race as he racked up annual profits of £10 million in January, appointed former Asda boss Andy Bond as chairman, and is on course to sell or float the online bike retailer at a value of as much as £200 million.

#26



**Christopher Bailey** | Chief creative director

**Burberry**

The massively successful digital strategy at Burberry is down to Bailey who has shown he clearly 'gets' the medium and all it potentially represents. Indicative of his views group digital marketing now accounts for 60% of total marketing budget.

#27



**Miriam Lahage** | VP general manager fashion

**eBay**

Fashion runs through the veins of Lahage who heads up the increasingly important fashion business for eBay. She is using her vast experience from working at Net-a-Porter, Koodos and the TJ Maxx/Marshalls combo in the US.

#28



**Tom Allason** | Founder and CEO

**Shutl**

Allason has arguably changed the landscape of internet retailing with Shutl's intra-day deliveries that has raised the bar on customer satisfaction.

#29



**Mark Lewis** | CEO

**Collect+**

Ex-eBay UK managing director, Lewis is successfully building up parcel delivery business Collect+ with its strong returns capability that is adding clients at a fair clip.

#30

# The other Movers & Shakers for 2011

70 more Movers & Shakers full of expertise and experience listed alphabetically.

## A

### Aamir Ahmad | Founder - Dwell

Dwell has been built as a true multi-channel business with its store employees incentivised to collect data on the customer. This approach was no doubt honed by Ahmad at catalogue company Ocean that he also founded.

### John Ashton | Head of e-commerce - Screwfix

Having done time at John Lewis, Fyleaves, Hamleys and Boden, Ashton has brought much experience to the online DIY division of Kingfisher Group that clocks up annual sales of over £100 million.

## B

### Mark Bage | Managing director - Coggles.com

Bage has taken a York market stall selling fashion (run by his mother) onto an international stage through its website. The growth plan is being supported through backing from Barclays.

### Martin Bartle | Founder – 270 Degree Marketing

Having done the rounds at Net-a-porter and Boo.com this marketing specialist has a particular focus on international activities.

### Warren Bennett + David Hathiramani | co-founders

#### A Suit That Fits

A multi-channel business that has won a number of important awards for its work with 3D technologies, and is gaining real traction in the marketplace.

### Martijn Bertisen | Industry head of retail – Google UK

Google's all-encompassing approach will mean increasing influence for Bertisen who joined the group after a period as online marketing manager at Dixons Group.

### Iain Beveridge | VP of operations – GSI Commerce International

With 11 years under his belt at N. Brown and a strong skill set in multi-channel and e-commerce operations Beveridge is bringing great insight to clients of eBay-owned GSI.

### John Bovill | Chief operating officer – Jacques Vert

Although his remit has now broadened out at new employer Jacques Vert - from his former position as head of IT at Aurora Fashions - Bovill's experience of multi-channel retail will still be brought to bear.

### Andrew Brem | Group director of services & multi-channel - Best Buy Europe

Well respected operator with many years of experience, latterly at Best Buy Europe in a role that did not pan out as expected. Expect him to move into other big positions.

### Carmen Busquets | Private investor

Made a bit of a name in the market and lots of money as a founder investor in Net-a-Porter, but Busquets is much more than that having founded CoutureLab and invested in Lokk.com, Astley Clarke, and Go Try It On.

## C

### Mark Cody | Channel business manager for interactive sales - O2

Helping businesses develop their mobile strategies will be keeping Cody busy at O2, which has been proactive with its innovations – including location-based marketing.

### Oliver Cookson | Founder - MyProtein.com

Having set up MyProtein in 2004 Cookson turned the original £500 investment into £58 million when he this year sold the business to The Hut Group. We'll no doubt be hearing more from the man in the future.

**Kevin Cornils** | CEO – Glasses Direct

Mould-breaking web business Glasses Direct is ably led by widely-respected Cornils who cut his teeth as managing director of Match.com.

**Sarah Curran** | Co-founder – My-wardrobe.com

Curran is adeptly developing online fashion business My-wardrobe.com, having secured £6 million of funding from Balderton Capital, expanding throughout Europe, and delivering year-on-year growth of almost 100%.

**Bill Currie + Iain McDonald** | Investment managers**William Currie Group**

Former City retail analysts the pair are gaining a reputation as power brokers through their savvy investments in the likes of Asos, The Hut, Eagle Eye Solutions and QXL Ricardo.

**James Davey** | Director of direct – Joules Clothing

Marked out as a promising individual, Davey has moved across from head of e-commerce at New Look to take a broader role at Joules Clothing.

**Peter Edwards** | Group CIO – Game Stores Group

It's a tough job but Edwards is ably delivering on a strategy to move the company further into digital channels.

**Devere Forster** | Vice president of e-commerce - Alshaya

From the online director at Best Buy UK he moved to Kuwait to lead the multi-channel development of Alshaya's 55 brands in 18 countries. Its links to many UK retailers through franchises makes him a potentially important player.

**Simon Forster** | Director of Debenhams.com - Debenhams

Forster has been integral to the move by Debenhams towards becoming a multi-channel business and he works directly with the CEO to push things forward.

**David Garratt** | CEO - Warehouse Express

Under the leadership of Garratt this online photographic specialist continues to win awards for its service that now extends across Europe through its Wexcameras website.

**Clare Gilmartin** | VP EU Marketplaces and managing director UK – eBay

Gilmartin heads up the increasingly important eBay Marketplaces business in the UK.

**Rowan Gormley** | Founder – Naked Wines

By developing a new business model around an online community of producers, consumers and an airline-style advanced booking system Gormley is certainly shaking things up in wine retailing.

**Christopher Graham** | UK Information commissioner

The issue of cookies and their perceived violation of privacy by the EU could spell big trouble for online retailers so there is a lot riding on the actions Graham takes.

**Chris Griffin** | Head of e-commerce – Supergroup

Its young target market makes e-commerce a key strand for Supergroup so Griffin has an important role to play.

**Doug Gurr** | UK strategy director – Amazon

Having transformed Asda.com Gurr has taken his clever blend of blue sky thinking and on-the-ground logistics expertise to Amazon where he can play a part in further developing the behemoth's UK presence.



# “...the company's drive to grow beyond its stores”

See Richard Houlton | Clarks International

## H

### Murray Hennessey | CEO - Trainline.com

Vastly experienced practitioner, Hennessey ran Buy.com before its purchase by John Lewis and after a period as CEO of Avis he is back in the online world developing Trainline.com into a European operation.

### Guy Hipwell | Consultant

Hipwell has been involved in the industry since 1998 at Arcadia, Harrods, Liberty and more recently as a consultant working out of Vienna.

### Brent Hoberman | Co-founder of Lastminute.com and private investor

Hoberman uses his fortune from Lastminute.com to make investments in the likes of Mydeco and Made.com but he also has the ear of many people who matter.

### Mark Hodgkinson | Digital and financial services director – Asda

There is no doubting Hodgkinson's pedigree with stints at Virgin and EMI before moving over to Asda in 2009. He is a well respected player in the industry.

### Richard Houlton | Head of multi-channel retail – Clarks International

Formerly head of supply chain development at B&Q, Houlton is quietly getting on with developing Clark's multi-channel business. Two children's websites recently launched as part of the company's drive to grow beyond its stores.

### Dave Hughes | Chief marketing officer – Game Group

As an integral member of the team that developed the direct business at Marks & Spencer Hughes gained multi-channel experience and has now broadened his expertise out to include marketing at Game Group.

## J K

### Anna James | Group marketing director - Mothercare

Has been involved with developing the online business at Mothercare and now has responsibility for its marketing activities for one of the more progressive multi-channel retailers.

### Carol Kane | CEO - Boohoo.com

This is on a low-profile business, with Kane apparently spending much time in China where she uses her skills at identifying trends and dealing with suppliers to bring ultra fast fashion to the company's growing customer base.

### Kristine Kirby | Consultant – KK Consultants

With bagfuls of experience from her roles at Monsoon Accessorize, Fat Face and Lipsy, Kirby is now busily spreading her knowledge among several high street retail clients.

### Saul Klein | Partner + Robin Klein | Advisor

#### Index Ventures

The father and son duo have bucket-loads of experience of backing young retailers and continue to pull lots of strings behind the scenes. Koodos, Video Island, Moo.com, Glasses Direct and Mind Candy are among the many businesses to have enjoyed their support.

## L

### Alison Lancaster | Cross Channel director - White Stuff

Lancaster heads up the online operations for White Stuff where she calls on her vast experience from John Lewis, Harrods and Charles Tyrwhitt.

### Nick Lansley | Head of R&D – Tesco.com

He might be a techie and put out some wacky thoughts on his TechForTesco blog but some of it sticks and so his influence within the Tesco machine can't be underestimated.



# “Widely respected as a genius with data...”

See Kevin McSpadden | More2



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## Gideon Lask | Founder - Buyapowa

With a good reputation and strong background (ex-HMV and Universal Music) Lask now runs group buying business Buyapowa, which makes him one to watch closely.

## Michael Law | Group operations director - Next

Next quietly gets on with its business and integral to its Directory business is Law who has direct responsibility for the operations of this seriously big online store.

## Malcolm Levitt | Head of e-commerce - Next

The sheer scale of Next's online operations gives Levitt some clout in the online retailing world.

## Steve Lewis | CEO - Majestic Wines

Its pioneering business model and good multi-channel capability make Lewis a man to watch in the world of drinks and retailing.

## Dan Lumb | e-commerce director - Reiss

Successfully created the e-commerce and multi-channel operations for Boux Avenue ahead of its launch and it is taking strong sales. This followed a similar role at Schuh, which sets him up nicely to do the same at Reiss.

## Orlando Martins | Founder - Oresa

Executive headhunter Martins runs his team of seven out of Manchester and is supremely well connected. You might not know him, but it's likely he knows you.

## Dom McBrien | e-commerce director - New Look

From director of e-commerce at Arcadia McBrien is bringing his expertise to bear at New Look.

## Sean McKee | Head of e-commerce - Schuh

Took on the chief of e-commerce role in 2010 and is pushing forward with developing a more multi-channel approach at Schuh and adding more mobile capabilities.

## Kevin McSpadden | Founder - More2

Widely respected as a genius with data, McSpadden ensures the numbers/analytics make sense for over 70 retailers. The business has recently launched in the US and he is a non-executive director of Joules.

## Peter Mila | e-commerce and logistics director - Thomas Pink

Former IT director Mila is successfully developing the shirt retailers' multi-channel proposition with some innovative technology initiatives.

## Jo Molineux | Head of multi-channel - Republic

Two years into the job and Molineux is beginning to deliver some real returns at Republic and there is plenty more to go for.

## Joe Murray + Richard Tucker | Co-founders - WorldStores

This operator of around 80 niche websites such as Mattressesworld.co.uk is to launch the WorldStores brand online using the venture capital backing it raised from Balderton Capital and Advent.

# M

# “It attracts the second highest level of traffic among online retailers”

See [Simon Perrée](#) | [Play.com](#)

## N

**Martin Newman** | Owner - Practicology

With 25-plus years of experience at the likes of Ted Baker, Burberry and Harrods as well as inveterate networking skills marks Newman out as one of the industry's few serious independent consultants.

**Camilla Nightingale** | Director of e-commerce and direct sales – Smythson

Described as a very good operator and one to watch, Nightingale developed the non-store proposition for Tiffany and is looking to do the same at Smythson that she joined in July 2011.

## P

**Tim Patten** | Head of e-commerce - Toast

Former e-commerce director at Space NK, Mothercare, Early Learning Centre and Jack Wills, Patten now uses his vast online and direct expertise at fashion business Toast.

**Gavin Patterson** | CEO - BT Retail

The potential for implementing wireless in retail stores alone makes Patterson a player in the retail sector.

**Simon Perrée** | Managing director – Play.com

Perrée heads up what is a relatively low-key operation but also incredibly successful as an online retailer of DVDs, CDs, books and gadgets. It attracts the second highest level of traffic among online retailers in the UK, according to Hitwise.

**Robin Philips** | Director of e-commerce - Waitrose

Only in the role for 18 months Philips had a tough time during the re-launch of the company's website when it was beset by problems but if he can learn from that he can make a serious difference at Waitrose.

**Simon Pritchard** | Group e-commerce director – Arcadia Group

Joined Arcadia in late 2009 and is in the process of developing its internet business through the experience he gained at DSGi. He has recently re-launched all Arcadia's seven websites.

## R

**Andrew Robb** | Chief operating officer - Farfetch

Former managing director of Cocosa.com, Robb is a young man who is regarded as one to watch as he clearly has experience aplenty to make a big difference in the industry.

**Steve Robinson** | CEO – M and M Direct

Robinson has helped to change the business model of M and M Direct from a catalogue operation to an online operation, made doubly difficult by its exposure to the very competitive market of discount clothing. He previously set up Tesco Direct.

**Jennifer Roebuck** | Director of e-commerce & digital marketing

French Connection

Racking up 14 years in the marketing and e-commerce environment, Roebuck is helping the rejuvenation of French Connection through its developing web activities.

**Michael Ross** | Consultant and director - eCommera

Former head of Figleaves.com, Ross is now a director of eCommera and an advisor to many retailers on multi-channel and e-commerce strategies. He also sits on various boards.

**Jon Rudoe** | Director of online - Sainsbury's

Former head of retail at Ocado, Rudoe is a new hire at Sainsbury's and will play an integral part in the future development of its multi-channel proposition.

# “the US behemoth bought the business...”

See Kieron Smith | Book Depository

S

**Phil Scully** | Principal e-commerce architect – Marks & Spencer

There can often be disconnection between IT and the rest of the business. Scully makes sure this doesn't happen at Marks & Spencer.

**Kieron Smith** | Managing director - Book Depository

Proof of how successful Smith was with building up Book Depository online right alongside Amazon was that the US behemoth bought the business.

**Tara Stoop** | Principal + **Christina Starkey** | Consultant  
Odgers Berndtson

Responsible for building up the multi-channel practice at this highly influential recruitment specialist, Stoop and Starkey will play an increasingly big role in placing today's and tomorrow's retail stars.

T

**Tom Teichman** | Chairman - Spark Ventures

Long-time investor in the online retailing area, Teichman was a seed investor in Lastminute.com and has gone on to back Firebox.com, Mind Candy, MyDeco and Notonthehighstreet.com.

**Holly Tucker** + **Sophie Cornish** | Co-founders  
Notonthehighstreet.com

With early funding from Spark Ventures, Tucker and Cornish are now starting to make a bit of noise in the marketplace with their site that sells goods from small businesses.

V  
W

**Sienna Veit** | Head of new technology business development – Marks & Spencer

With a particular focus on mobile and social commerce, Veit should have an increasingly important role at Marks & Spencer.

**Patrick Wall** | CEO - Metapack

With the co-founding of Metapack in 1999, Wall was first to market providing customer-focused delivery propositions and the business continues to grow and Wall becomes more influential.

**Tim Woolias** | Industry head of retail – Google UK

Former e-commerce director at Warehouse Express and online marketing manager at both Paddy Power and Comet, Woolias brings a wealth of expertise to Google.

**David Worby** | Director of Direct - Harrods

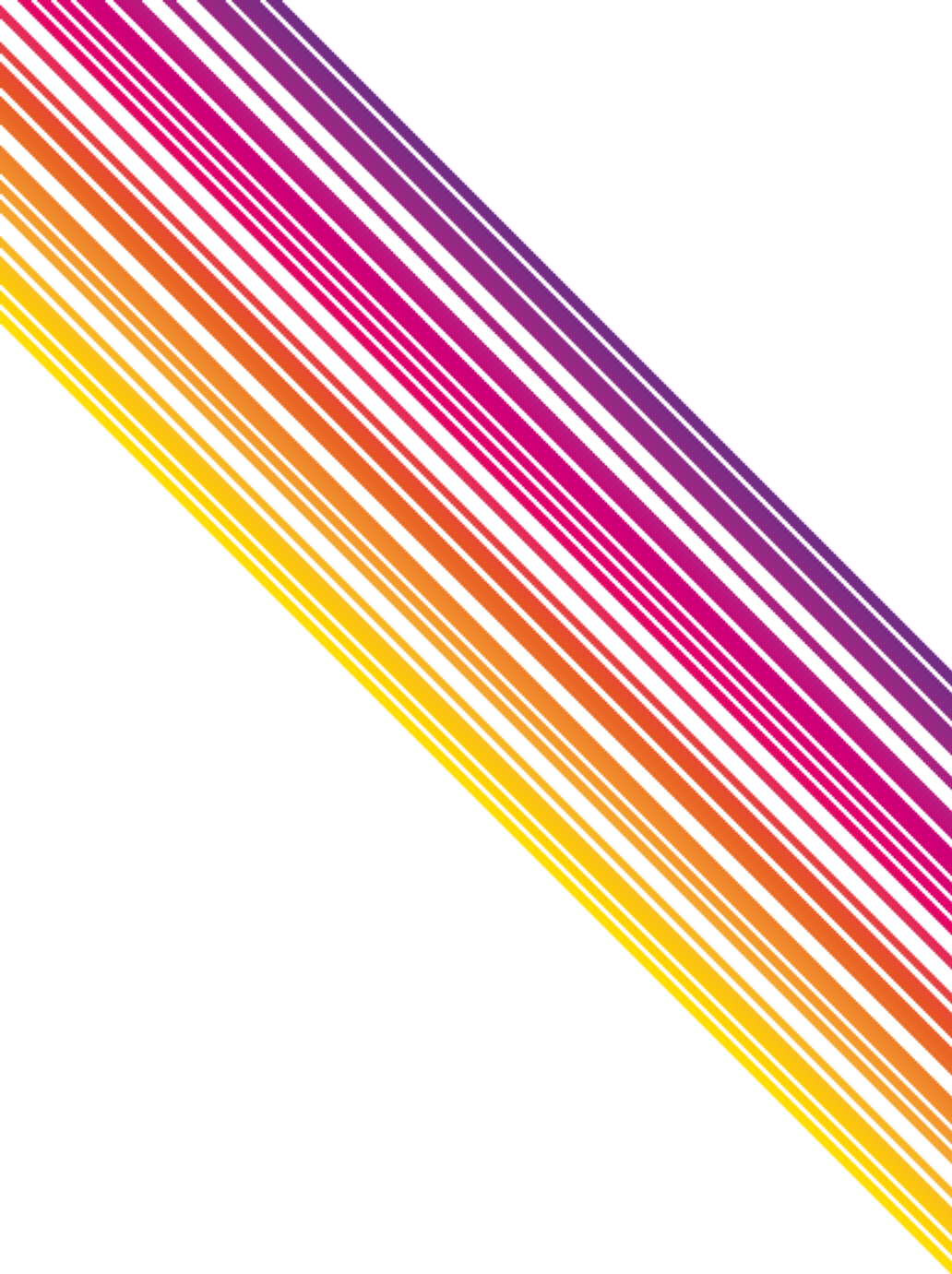
As possibly the longest standing head of e-commerce of any UK retailer Worby deserves respect and has rightly earned his place in this list.

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