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# MOVERS & SHAKERS

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Glynn Davis | Retailinsider.com

**Who's in, out and shaken all about the retail picture for 2014**  
The Multi-Channel and e-Commerce Movers & Shakers top 100 report



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## Welcome.

Five years is a long time. In Retail it's an age and as we celebrate our fifth edition of the Movers & Shakers one thing is certain, an awful lot has happened across the 1825 days to shape British business.

When Glynn Davis from the Retailinsider.com first approached us regarding sponsoring an annual report looking at the top Movers & Shakers within the Multi-Channel and e-Commerce space we had no idea that five years later it would become the renowned publication that it now is.

A HUGE thank you must go to Glynn and the Advisory Panel of Experts who at the height of a hot summer were locked away to debate who would be in the final top 100.

The final thanks must go to all 100 named individuals within the report and the businesses they represent, the premise of the report when we started out was to seek out the most influential people who were shaping retail as well as those 'rising stars'.


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.

As ever I look forward to some debate and discussion about who's in and who's out and welcome your feedback

## TONY BRYANT

Head of Business Development at K3 Retail  
**tony.bryant@k3btg.com**  
**@theretailpeople**



**Many new players and business models have emerged**, which are rocking the boat and rewriting the rules of selling goods that have largely stood intact for a couple of Millennia at least. 

Welcome to the fifth annual 'Retail Insider Top 100 Movers & Shakers in Multi-channel and e-commerce' report that celebrates the achievements of the people operating in this most dynamic part of the retail industry.

It has certainly been a fast-paced few years that has seen massive disruptions take place. Many new players and business models have emerged, which are rocking the boat and rewriting the rules of selling goods that have largely stood intact for a couple of Millennia at least.

This latest Movers & Shakers report for 2014 is indicative of the changes that have taken place as it contains only 22 of the original names found in the first version in 2010, which encompassed a lesser 70 individuals.

Since that maiden issue it has not only been expanded but a much more rigorous methodology has been adopted. However, at heart it still has exactly the same objectives – to seek out the most influential people in this exciting part of retail and also bring greater attention to the potential stars of the future.

This year's Top 25 certainly throws up some interesting names and suggests that – despite the seismic changes taking place – there are now a number of traditional retailers who are getting firmly to grips with the digital world and fighting admirably back against the game-changing newcomers.

What is clear is that there remains all to play for and that the names earning a place in this Top 100 are setting the pace and helping make these very interesting times for all concerned in the retail sector.

Their achievements have been recognised by an influential and hand-picked Advisory Panel of experts from within the retail industry who helped create the Top 100 names and also ranked the Top 25 within this list.

I would like to take this opportunity to again thank them for the time and diligence they committed to this increasingly rigorous process. And of course a big thank-you goes to K3 Retail for their ongoing sponsorship of this report as it this year celebrates its fifth birthday.

**GLYNN DAVIS**  
**Retailinsider.com**  
**@glynndavis**

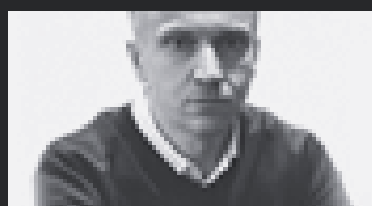
## THE MOVERS & SHAKERS TOP 100 ADVISORY PANEL



### PETER WILLIAMS

Chairman, **Boohoo.com**

Holds a variety of positions including the chairman's role at Boohoo.com and Mister Spex as well as being a Non-Executive Director at Rightmove, Cineworld Group, and Sportech. During his executive career he was Chief Executive at both Selfridges and Alpha Airports. He has also served on many other boards including Asos.



### JONATHAN WALL

Group e-Commerce Director, **Shop Direct Group**

Prior to joining Shop Direct Group 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 who he joined in 1999.



### ANDY HARDING

Executive Director of Multi-Channel, **House of Fraser**

Holds the position of head of Multi-Channel at House of Fraser following a number of roles 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.



### SUE SHIPLEY

Founder, **SVS Search Associates**

Recently set up her own firm SVS following two years at The Miles Partnership, which she joined after a spell as global retail practice head at Odgers Berndtson. Sue specialises in the recruitment of CEOs and Non-Executive Directors in the retail and consumer sectors and has a wide-ranging international client base.



### CHRISTINA STARKEY

Consultant, **Odgers Berndtson**

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. She previously worked within a family-owned private investment group.



### ALISON LANCASTER

Interim Group Marketing Director, **McArthurGlen Group**

In a richly varied career she has held senior roles at Kiddicare, White Stuff, Feather & Black, Harrods, Charles Tyrwhitt, John Lewis and Buy.com, which have encompassed responsibility for marketing and multi-channel activities.



### 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 Farfetch, Vestiaire Collective 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!

Additional special thanks to:

**MARTIN NEWMAN** | Founder and CEO | Practicology

**ORLANDO MARTINS** | Founder | Oresa

**WILL TREASURE** | Director of Technology and Operations | Javelin Group

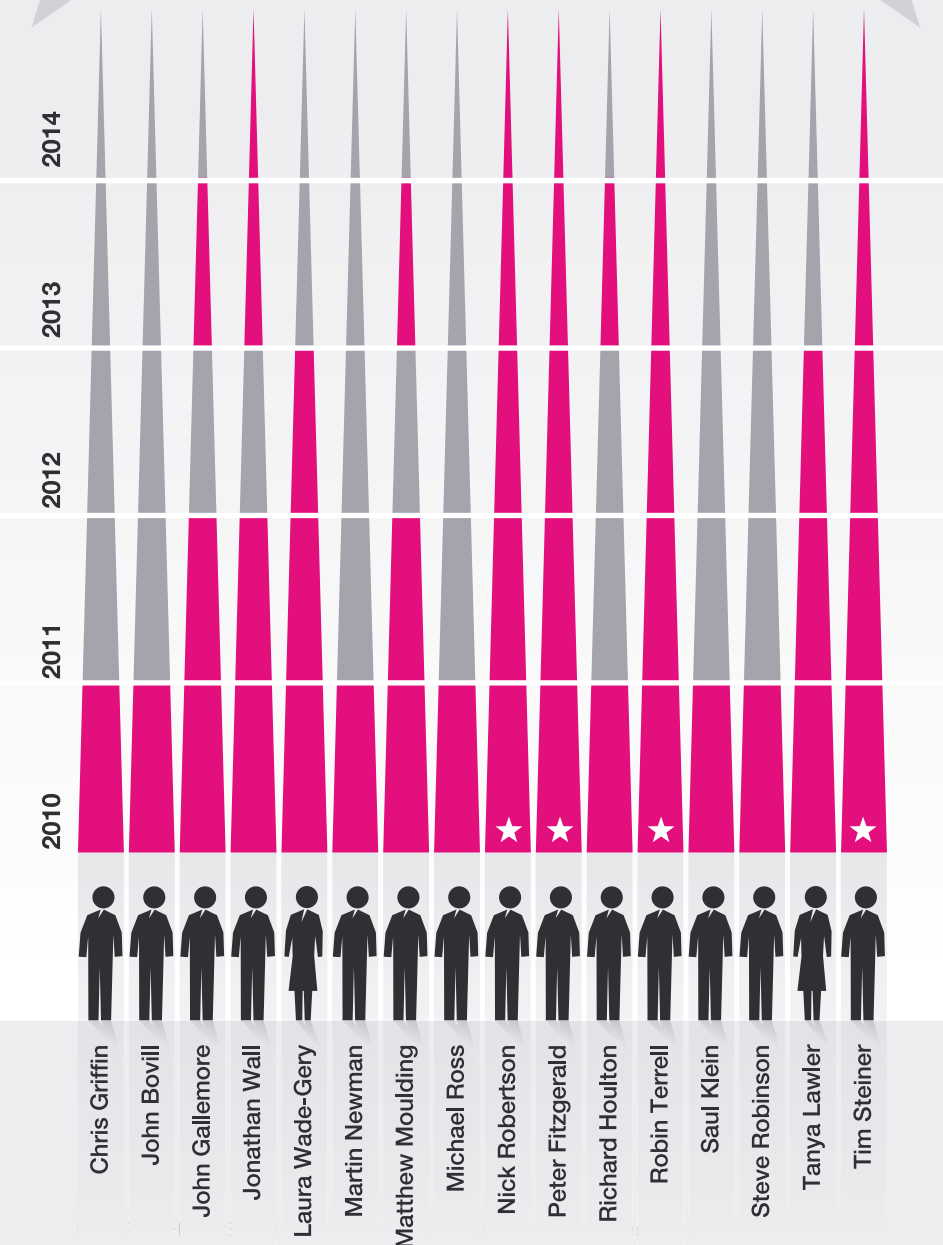
## THE MOVERS & SHAKERS ALL-STARS

# 16

FEATURED EVERY YEAR FOR 5 YEARS



● TOP 25 LISTING ● TOP 100 LISTING



## 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, vendors, service providers, recruitment specialists, senior retailers, advisors and City analysts whose expertise encompassed all aspects of the sector.

The Advisory Panel then helped to reduce this long list down to the Top 100 names and to also select the Top 25 from within this list.

This select grouping of 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 25 list was created.

To highlight the different skill-sets of the individuals in this year's report non-retailers have been grouped under relevant headings: Enablers, Consultants, Recruitment Specialists, Investors and 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 2013 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 multichannel 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 2013.

## THE TOP 25 MOVERS & SHAKERS

So here we are. Let's start celebrating the achievements of the people operating in this most dynamic part of the retail industry.

To highlight the different skill-sets of the individuals in this report non-retailers have again been grouped under the headings: Enablers, Consultants, Recruitment Specialists, Investors and Non-Executive Directors. Be sure to check out those Movers and Shakers too towards the rear of this report.

# 01



**MARK LEWIS**

Online Director

+

**PAUL COBY**

Chief Information Officer

**John Lewis**

Few people would dispute the multi-channel prowess of John Lewis and the company's current trajectory is in the safe hands of Lewis and Coby. The former joined the operation in 2013 from Collect+ while the long-standing Coby continues to set the pace as he currently overhauls the firm's legacy IT systems and oversees its start-up accelerator JLAB.

# 02



**JOHN WALDEN**

Chief Executive Officer

+

**BERTRAND BODSON**

Chief Digital Officer

**Home Retail Group**

Walden and Bodson have brought a breath of fresh air into the Home Retail Group with their progressive thinking that has brought about notable success with Argos where its digital concept stores point to the future. Using its outlets as delivery hubs is the next step on the journey for these two capable operators.

# 03



**ROBIN PHILLIPS**

Director of e-Commerce

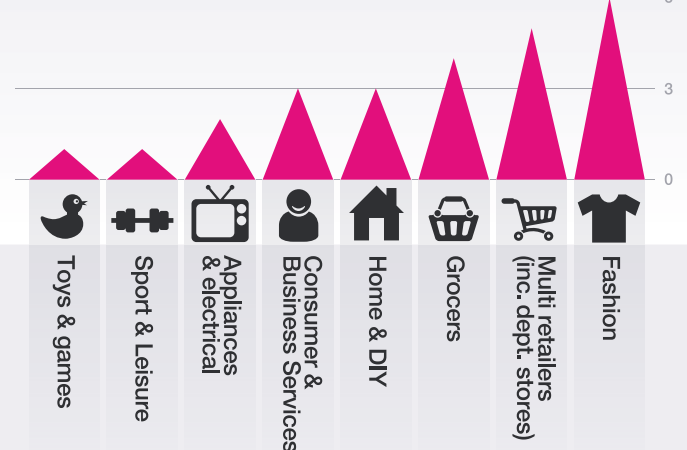
**Waitrose**

Click & Collect, collection from delivery lockers on London Underground, and mobile developments are among the many things keeping the cerebral Phillips busy as he continues to help build out the multi-channel vision at Waitrose. After initial mis-steps he now looks pretty sure-footed.



25

SECTOR BREAKDOWN



“... his influence on multi-channel retail is set to broaden following the merger with Carphone Warehouse.”

See #07 **SEBASTIAN JAMES** of Dixons Retail

04



**JOHN ROBERTS**

Founder

+

**YOSSI ERDMAN**

Head of Brand & Social Media

**AO.com**



It's been a stratospheric year for AO.com as Roberts floated the business, adds categories, and expands overseas.

He knows that its social media presence is crucial to the business and for this he is reliant on the skills of the creative Erdman.

07



**JEREMY FENNELL**

e-Commerce Director

+

**SEBASTIAN JAMES**

Chief Executive Officer

**Dixons Retail**

James has brought some real sparkle to Dixons and his influence on multi-channel retail is set to broaden following the merger with Carphone Warehouse.

He adds some support to the quality work Fennell has been delivering online for the past few years.



05



**MICHAEL LAW**

Group Operations Director

+

**JOHN DICKINSON**

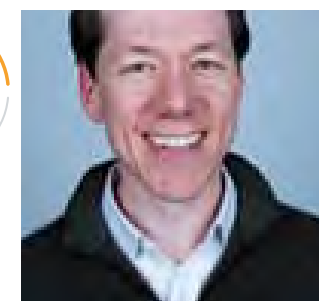
New Business Manager

**Next**

Next quietly gets on with things and the long-standing Law personifies this approach as he oversees the powerful Directory business that again delivered double-digit sales growth this year – up 16.2% in H1.

He is assisted by Dickinson who is currently involved with international overseas expansion.

08



**CHRIS NORTH**

UK Managing Director

**Amazon**

Low key is very much the Amazon way, which North exemplifies especially well in the UK where he continues to help push the business into new areas. Collection lockers have been rolling out, AWS has been expanding dramatically, and Marketplace remains the third-party platform of choice for most retailers.

09



**TIM STEINER**

Chief Executive Officer

**Ocado**

Whatever else Steiner had achieved in the past year it would undoubtedly have been overshadowed by his signing of the long-term deal to handle grocery home delivery for Morrison's. This has thrown extra funds into the kitty for opening new distribution depots and further developing Ocado's proprietary IT systems.

06



**ANDREW LIVINGSTON**

Chief Executive Officer of Screwfix

**Kingfisher Group**

Where Screwfix goes the rest of Kingfisher inevitably follows so the role of Livingston is vital at the B&Q-owning global DIY group.

He is certainly busy: adding stores, developing the mobile proposition that includes various apps, and improving its social media activities and forums that are widely applauded.

10



**NEIL ASHWORTH**

Chief Executive Officer

**Collect+**

The ongoing rise of Click & Collect continues to ensure that Ashworth at the head of Collect+ justifies his place in the 2014 report.

Signing up more convenience stores as collection points and attracting more online retailers to use the service as well as initiatives with Westfield Shopping centres to add new pick-up points is keeping him in the thick of things.

“This valuable mix ensures he is rightly in constant demand from retailers across the industry.”

See #19 **PETER WILLIAMS** of Boohoo.com

11



**MARK HOPWOOD**  
Director of IT, Marketing and Digital Commerce  
+  
**DAN HEAF**  
Senior VP of Digital Commerce  
**Burberry**

The benchmark setters for integrating digital into their physical retail business Burberry has seen a change of CEO this year that should not impact negatively on the sterling work of Hopwood – especially as he has recently been joined by Heaf the former chief digital officer from BBC Worldwide.

12



**PETER FITZGERALD**  
Country Sales Director  
+  
**JAMES CASHMORE**  
Director of Retail  
**Google UK**

It's tough to know where the boundaries of responsibility lie for executives at Google but it is not hard to recognise that the company as a whole has few noticeable boundaries. Against this backdrop Fitzgerald and Cashmore are key operators in the UK helping retailers use the Google resource to their best advantage.



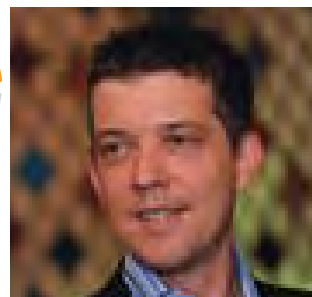
13



**JONATHAN WALL**  
Group e-Commerce Director  
+  
**GARETH JONES**  
Group Retail and Strategy Director  
**Shop Direct Group**

Wall has been instrumental in turning Shop Direct into a powerhouse of innovation that has seen it quickly adopt a mobile-first strategy and work with many start-up technology companies to help it deliver on its personalisation strategy. He works closely with the able Jones.

14



**TONY PREEDY**  
Marketing Director  
**Lakeland**

Steeped in the home shopping sector for many years Preedy has been bringing his experience to bear at Lakeland, which has continued to develop its non-store activities. Its strategy of letting the products do the talking ensures little is known about its strategic thoughts. But whatever they are Preedy will be heavily involved.

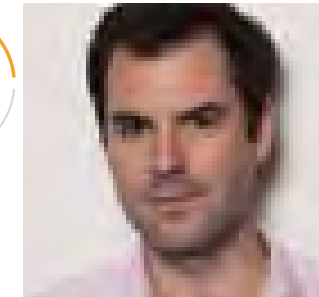
15



**NICK ROBERTSON**  
Co-founder  
+  
**NICK BEIGHTON**  
Chief Financial Officer  
**Asos**

Asos is still flying high but maybe not quite as high as last year as Robertson has battled to keep the City happy while keeping the Asos train on the track. He remains an inspirational figure who has lots more tricks up his sleeve but he will increasingly need the skills of his numbers man Beighton in order to keep all stakeholders on side.

16



**GRAHAM COOKE**  
Co-founder and CEO  
**QuBit**

Using granular data to deliver a personalised online experience for shoppers is the aim of QuBit. And the ex-Google founders – led by Cooke – seem to be delivering just that as it continues to boost its client base, which includes Arcadia, Shop Direct, DFS and Farfetch.

17



**ROBIN TERRELL**  
Group Multi-Channel Director  
**Tesco**

Terrell has continued to gain extra responsibility – latterly adding the running of grocery home shopping and general merchandise categories to his remit – that underlines his vital role in developing Tesco into a multi-channel operator. Helping him deliver this is CIO Mike McNamara.

18



**DUNCAN GRANT**  
Director of Multi-Channel  
**The Entertainer**

Despite operating in the tough category of toy retailing Grant has made a significant contribution to the family business by bringing it into the multi-channel world and forging some innovative moves such as the early adoption of Shutl. He is well respected in the industry and has a bright future ahead of him.

19



**PETER WILLIAMS**  
Chairman  
**Boohoo.com**

Williams holds a variety of positions including chairing Boohoo.com and Mister Spex. He brings years of experience from both a stores-based environment including time as CEO of Selfridges and online from his board role at Asos. This valuable mix ensures he is rightly in constant demand from retailers across the industry.

20



**ANDY HARDING**  
Executive Director of Multi-Channel  
**House of Fraser**

Highly respected practitioner Harding has overseen a variety of initiatives including developing digital stores and utilising a mobile-first strategy over his three years at House of Fraser. With a new China-based parent of House of Fraser he looks set to be more involved in international activities.



304

INDIVIDUALS FEATURED

2010

2014

Retailers, Investors, Recruitment Specialists, Consultants, Enablers and no less than 2 “Sirs” have been featured over the last five years. It would also seem to be advantageous if you are called Mark or Simon - the two most featured names across the last five years.

21

**JON RUDOE**

Digital and Technology Director  
**Sainsbury's**

With an already busy digital brief Rudoe's role has been broadened with the addition of responsibility for technology and an elevation to the operating board of Sainsbury's. This should make it easier for him to implement some of the strategic imperatives he is setting out for the grocer.

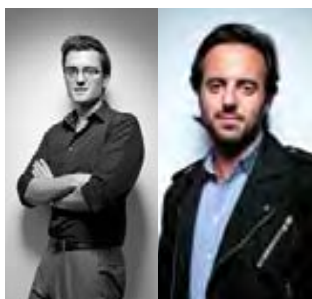
22

**ULRIC JEROME**

Chief Operating Officer and Partner  
**Matches**

Jerome joined designer fashion retailer Matches in 2013 as COO and Partner following the injection of £20 million of private equity investment into the business. Having founded Pixmania he is a serious player in the industry so expect him to help the company deliver on its aims of boosting its online business in the UK and abroad - notably Australia.

23

**ANDREW ROBB**

Chief Operating Officer

**+ JOSÉ NEVES**

Founder and  
Chief Executive Officer  
**Farfetch**

Robb and Neves make a fine complimentary team as they continue to build out their grand plan for Farfetch.

A recent \$66 million fundraising highlights the widespread confidence in their abilities to develop the business that hosts independent boutiques from around the world online. It is a truly international business.

24

**NING LI**

Chief Executive Officer  
**Made.com**

Setting out to disrupt the furniture market by dealing direct with manufacturers was never going to be easy. But Li has been making solid progress of late. Forays into European markets and an ever-expanding range are helping push sales along nicely. A recent social media initiative for sharing interior design ideas highlights its innovative thinking.

25

**STEFAN BARDEN**

Chief Executive Officer  
**Wiggle**

Regarded as an unusual choice when he took over the fast growing retailer from previous CEO Humphrey Cobbold but his remit will call on his years of solid experience running Northern Foods.

He is tasked with bringing in some big company disciplines to take the business from a £100 million operation to £1 billion player.

# A-Z

## THE RECOGNISED RETAILERS

Chosen from our long list and deservedly included in the Top 100, these individuals have been recognised for their innovation, performance over the last year, potential future performance, customer engagement, future business leader potential, and Multi-Channel strategy.

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

A

**WARREN BENNETT** Co-founder +  
**DAVID HATHIRAMANI** Co-founder**A Suit That Fits**

Hathiramani and Bennett continue to work hard at their category-changing proposition that aims to bring off-the-peg prices to tailored suits. The business now encompasses over 30 locations for fittings that complement its website. While Hathiramani concentrates on the UK Bennett is based in the US developing the business stateside.

**STEVE ROBINSON** Chief Executive Officer**Achica**

Robinson brings great experience to his role heading up Achica - which he joined originally as COO - where he is improving the website, better utilising data, and growing its international activities. But this will not be too hard a challenge for a man that set up Tesco Direct, ran MandM Direct, and recently acted as Customer Director at B&Q.

**WILLIAM KIM** Chief Executive Officer**All Saints**

Kim is definitely one to watch following his taking up of the reins at All Saints in October 2012 as he has an exemplary pedigree in digital. His former roles as Senior Vice Presidents of Retail and Digital Commerce at Burberry should give him all the tools he needs.

**ANGELA AHRENDTS** SVP of Retail and Online Stores**Apple**

Ahrendts has an unparalleled pedigree in bringing digital into in-store retail from her time running Burberry. Since recently moving to Apple to head up retail and online stores she will undoubtedly continue to have an impact on the UK retail scene.

**KATE WALMSLEY** Digital Director at Topshop +  
**SIMON PRITCHARD** Group e-Commerce Director**Arcadia Group**

Arcadia has been increasingly experimental in its digital activities as evidenced by its virtual reality catwalk it set up for London Fashion Week. Under Pritchard's guidance it was also a very early adopter of QuBit solutions to better utilise its customer data. He is ably supported by Walmsley the digital chief at key Arcadia brand Topshop.

**STEVE SMITH** Chief Customer Officer**Asda**

Recently recruited into the new role of Chief Customer Officer from his previous job of Chief Marketing Officer Smith is now playing a vital role at Asda having been given responsibility for multi-channel, marketing and e-commerce. The broad range of aspects within his remit highlights the objectives of Asda to become a customer centric multi-channel business.

B

**SUE MACMILLAN** Director of e-Commerce**Boden**

Boden is well known as a direct mail business and the task of pushing it more towards being a fully fledged online operator have been handed to Sue Macmillan who joined the company in August 2013 in the newly created role of Director of e-Commerce. Previous online experience comes from her time at Hobbs and M&S.



Retail is the largest private sector employer in the UK  
employing around **3 million people**.

UK Govt. Dept. of B.I.S. | Oct 2013



**57** entrants featured in 2013 have dropped out  
of the 2014 top 100.

**MAHMUD KAMANI** Co-founder and CEO +  
**CAROL KANE** Co-founder

**Boohoo.com**

Following its IPO this year Kamani and Kane have kept their co-founders feet on the accelerator as Boohoo.com delivered strong maiden results with pre-tax profits up 237% to £10.7 million and a 63% jump in revenue. A key target is growth overseas where 35% of sales are currently generated.

**CHRIS WATSON** Managing Director

**Chain Reaction Cycles**

The son of the founders has taken this Northern Ireland-based online cycle retailing business and put its chain on the big cog. Sales have grown to over £140 million of which around 40% are now derived from beyond Europe. Watson has proved more than capable of fighting it out with the big boys of online cycling.

**NICK WHEELER** Founder +  
**LUKE KINGSNORTH** e-Commerce and Marketing Director

**Charles Tyrwhitt**

Wheeler continues to push this multi-channel juggernaut to hit impressive growth levels that increasingly encompasses overseas sales – Australia has quickly jumped to £12 million of online sales. Wheeler and online boss Kingsnorth continue to benefit from their strategy of keeping the business firmly focused on data.

**RICHARD HOULTON** Director of Channels UK and ROI +

**JOHN ASHTON** Head of Multi-Channel Retail

**Clarks**

With a plethora of online experience between them Houlton and Ashton continue to develop the multi-channel offering for Clarks. It is not aiming to be cutting edge but instead is effective and no-nonsense, which is very much in keeping with the brand.

**ROSS CLEMMOW** e-Commerce Director

**Debenhams**

After a successful few years at Argos Clemmow moved across to Debenhams where his experience at developing a multi-channel proposition was quickly valued and he was promoted swiftly to e-Commerce Director. There are challenges at Debenhams but Clemmow should be up to the task.

**SARAH MCVITTIE** Co-founder +

**DONNA NORTH** Co-founder

**Dressipi**

McVittie and North founded Dressipi in August 2009 to create a 'digital fashion fingerprint' for shoppers who can use the service to help them find their ideal clothes. Using fashion stylists they are recommended clothes from a number of brands that work with Dressipi – including Shop Direct and Marks & Spencer. The company gained some credibility when it attracted Sir Stuart Rose as chairman.

 **KATE SMYTH** e-Commerce Director

**Dune**

Smyth has certainly been in the online game for some time – beginning way back in 1997 as a web designer for Dow Jones. Further roles at LK Bennett led to her landing at Dune in early 2012 where she heads up the burgeoning e-commerce operation. She is certainly one to watch in her present role.

**TANYA LAWLER** VP of UK Marketplaces

**eBay**

Since late-2012 Lawler has been using her retail experience (latterly at Sainsbury's) to develop the Marketplaces side of eBay and build relationships and alliances with high street merchants. Early success has involved Argos, which offers a click & collect service for eBay Marketplace customers.



**JOEL PALIX** Chief Executive Officer +  
**JIM BUCKLE** Chief Operating Officer

**Feelunique**

It has been a year of big change at Feelunique with the online beauty products retailer appointing former Clarins boss Palix as CEO - to replace Co-founder Aaron Chatterly – with a view to growing the overseas operations. To add to the new firepower Buckle came onboard in May as COO – joining from Wiggle.

**MARTYN GIBBS** Chief Executive Officer

**Game Retail**

Gibbs is a man steeped in games and media retailing, beginning with his days at WH Smith in 1988, so he certainly has the experience to deliver the goods at Game Retail (that operates Game and Gamestation) where he has been CEO since early 2012.

**CLIVE WEST** Group Digital Director

**Halfords**

Halfords has been on a new multi-channel journey with its CEO Matt Davies and West is a crucial element in the delivery of the strategy. He joined the business three years ago from Asda and will have a focus on customer experience that is now as much about women bike buyers as it is men buying SAT NAVs.

**ANDREW MALCHER** Co-founder and Chairman

**High Street TV**

Malcher set up the multi-channel business in 2008 and sales in the past year hit £32 million from selling popular US products in the UK through 'infomercials' broadcast on TV, mobile, web, high street and print. As growth hits 100% year-on-year the ambitious Malcher is aiming to develop more own brand, higher margin products.

**ANGUS THIRLWELL** Co-founder +

**MELISSA SHACKLETON** Head of Marketing

**Hotel Chocolat**

The entrepreneurial zeal of Thirlwell runs throughout the business and this has driven its successful multi-channel vertically integrated international model. Restaurants and hotels have been added to the mix of late and helping Thirlwell oversee sales across the myriad channels is Shackleton who has been at the business for six years.

**DAN LUMB** Global Online Director

**Hunter Boot**

The well travelled Lumb has been at Hunter for the past 18 months and has been tasked with growing the brand globally online. He is part of a new team that is being built at the company in order to develop this well respected brand. He will be able to call on his experience at Reiss, Boux Avenue and Schuh.

**MATTHEW MOULDING** Chief Executive Officer +

**JOHN GALLEMORE** Chief Operating Officer

**The Hut Group**

After completing a number of acquisitions Gallemore and Moulding have been focusing on integrating the various components this year and driving revenues to a forecast £250 million in 2014. With an IPO plan off the short-term agenda the group recently sold a 20% stake to KKR for £100 million.

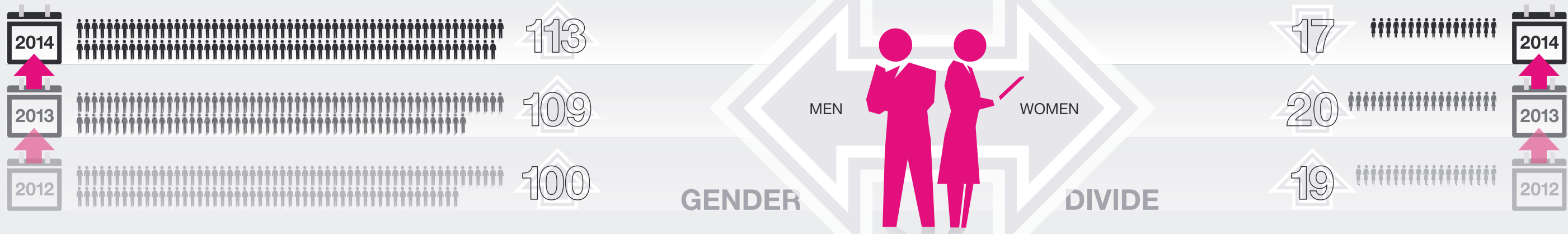
**RICHARD LONGHURST** Co-founder +

**NEAL SLATEFORD** Co-founder

**Lovehoney**

After a frantic few years for Longhurst and Slateford while they rewrote the adult toys market things have quietened down a little. But not too much as they have continued to build a number of own-brands, expand overseas, and star in a TV series.





**CHRIS MORTON** Co-founder

**Lyst**

Fashion aggregator Lyst continues to grow on all fronts – with annual sales forecast to hit £100 million this year and international revenues accounting for the bulk of the total. The US alone is 60% of Lyst’s sales and plans are afoot to extend further into Europe and Asia. Morton’s quality and credibility was further confirmed when he recently completed a \$14 million funding round.



**ROB JENNINGS** e-Commerce Director

**Mamas & Papas**

Since joining the business in 2004 Jennings has held various roles, which puts him in a strong position to push ahead with growing the online operation as Mamas & Papas continues to expand its footprint globally. The majority stake recently taken by BlueGem will help the business in its objectives as £12 million is earmarked for growth.

**JONATHON BROWN** Chief Executive Officer

**MandM Direct**

The very capable Brown has successfully delivered an exit for the firm’s private equity backers with the £140 million sale of the business to Bestseller. Despite competition mounting around it Brown has successfully built revenues and profits at the company helped by the launch of a number of dedicated overseas sites. More are planned.

**LAURA WADE-GERY** Executive Director for Multi-Channel +

**DAVID WALMSLEY** Director of M&S.com

**Marks & Spencer**

It has been a monumental year for Wade-Gery as she finally moved M&S off the Amazon platform – only to be met by teething problems. These have dragged back sales but it has been essential to make the move. Walmsley is a valuable operator behind the scenes helping Wade-Gery deliver on M&S’ vital multi-channel strategy.

**JOHN BOVILL** IT and e-Commerce Director +

**JOHN BROWETT** Chief Executive Officer

**Monsoon Accessorize**

The two Johns have placed a strong focus on developing the online proposition as part of a drive to turn the fashion chain into a more multi-channel operation. Their combined experience is enabling the company to launch a raft of innovations that are positioning the group strongly for the future.

**NEIL SANSOM** e-Commerce Director

**Moss Bros Group**

Sansom joined the company in May 2012 and has played a key role with CEO Brian Brick in turning around the business and accelerating the e-commerce development at the group. Proof of his success has been the growing online sales that represented 6.5% of turnover in mid-2014 compared with only 3.3% the previous year.

**IAN TANSLEY** Managing Director

**Mr Porter**

Continuing at the helm of Mr Porter, the men’s off shoot of Net-A-Porter where he previously held various positions, Tansley faces a tough task to replicate the success of the mother company but he is building a decent footprint.



**ANGELA SPINDLER** Chief Executive Officer

**N. Brown Group**

The vastly experienced Spindler has been heading up N. Brown since mid-2013 and to date has taken things softly with a continuation of the strategy already in place from former CEO Alan White that includes rolling out more of the dual brand Simply Be/Jacamo fascias and expanding online overseas.

**ALISON LOEHNIS** Managing Director

**Net-A-Porter**

The vastly experienced Loehnis now heads up the big online fashion player Net-A-Porter that almost created the category online. Having spent seven years at the business including running sales and marketing she is well placed to take the company on to the next stage. She has previously held roles at Disney, Saatchi & Saatchi and LVMH.

**JACK SMITH** Group Digital Director +

**SALLY HEATH** Head of e-Commerce

**New Look**

There has been much change at New Look in recent times and this is certainly the case with the digital side of its business where responsibility for growing this essential area is down to Smith who joined from Deloitte Digital in June 2013 and Heath who took up her new role in December of that same year.

**JASON WESTON** Chief Operations Officer +

**ANDY BOTHA** Chief Operations Officer

**Notonthehighstreet.com**

The appointment of the well respected Botha from Betfair brings some stringent numerical discipline to the online store that continues to impress with its product offer. Botha will be able to complement the skills of Weston who had been tasked with expanding both in the UK and overseas.



**CAMERON MCLEAN** Managing Director for UK

**PayPal**

Online payments are an increasingly complicated area but PayPal continues to plough a significant furrow – with McLean the main man in the UK. Innovation is moving apace at the firm as it has developed ‘Order Ahead’ payments and a face recognition solution. Offering in-store payments is another initiative to which it remains committed.



**MATT STEAD** Multi-Channel Director

**Pets at Home**

With online competitors emerging to eat Pets at Home’s lunch Stead is in an important role at the business that floated earlier in the year. He has held the position as Multi-Channel Director for over five years having previous digital experience at Shop Direct in the mid-2000s.

**STAN LAURENT** Chief Executive Officer

**PhotoBox**

Laurent is a veteran of the internet having previously worked in senior positions at QXL Ricardo and AOL. But it is at Photobox where he has made his mark and turned it into a real digital player. The acquisition of Moonpig, various fund raisings, and a likely float in the future, are among his achievements to date.



**SIMON MOTTRAM** Founder and Chief Executive Officer

**Rapha**

You don’t have to even like cycling to love the brand that Mottram has created and which encompasses stylish stores with cafes and an e-commerce presence that presents the company’s cycling clothing in a high-end online setting. It will be interesting to see how much further the brand can be extended.

# 196

COMPANIES FEATURED



**SEAN MCKEE** Head of e-Commerce and Customer Services

**Schuh**

Indicative of how McKee keeps the e-commerce function simple but effective is Schuh's video call centre that enables online shoppers to converse via video link with call centre personnel. This boosts conversion rates by four-times. Expect more of the same from the canny McKee.



**SIMON FORSTER** Executive Director of Multi-Channel & Supply Chain

**Selfridges**

Marketing and supply chain have been added to the remit of the capable Forster who gained a credible reputation from its three-year stint at Debenhams running online. His broadened responsibility will help him integrate the various channels within Selfridges.

**TOM ALLASON** Founder and CEO (Shutl), Head of Local (eBay)

**Shutl / eBay**

Founded express delivery service Shutl that signed up some big retail names before its acquisition by eBay in 2013, Allason now shuttles back and forth between the UK and US as he helps build out the Local delivery proposition for the US-based business. Allason is certainly one to watch in the future based on past form.

**DAVID KOHN** Multi-Channel Director

**Snow + Rock**

Kohn has been in the role for three years during which time he has worked within tight budgets to bring together the company's three fascias into a cohesive multi-channel operation that taps into the passion of both its customers and employees for outdoor pursuits.



**JON WRAGG** e-Commerce Director

**Superdry**

Newly installed Wragg brings a wealth of experience having previously held the role of Multi-Channel Director at Asda and gained clothing skills while global sourcing and development director for the Wal-Mart-owned George brand. These will come in very handy as he looks to grow the Supergroup presence online around the world.



**EVE HENRIKSON** Head of e-Commerce

**Ted Baker**

Implementing a new platform that better supports the group's multi-channel and personalisation objectives as well as adding click & collect have been among the tasks keeping Henrikson busy this past year. When combined with the group's international expansion she has a full in-tray.



**WILL KERNAN** Chief Executive Officer +

**DOM MCBRIEN** Multi-Channel Director

**The White Company**

Multi-channel is very much on the agenda at The White Company as new systems have been implemented to grow this aspect of the business and facilitate overseas expansion. Experienced operator Kernan joined The White Company in 2012 after a brief period at New Look as COO, and was joined in 2013 by McBrien, who has previously spent time at Arcadia, New Look and Marks & Spencer. Much will be expected.

## ENABLERS SUPPORTING & INSPIRING UK RETAILERS

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

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



**CHRIS GRIFFIN** Founder and Chief Executive Officer

**Anatwine**

Former Director of e-Commerce at Superdry Griffin recently set up Anatwine that enables brands to position a range of goods on retailers' websites that are not stocked by the merchant but where there is stock visibility across the supply chain. Griffin's credibility has helped his business secure funding from some seasoned backers.

**JON BUSS** Managing Director UK

**Criteo**

Buss joined the Criteo business in early 2013 from Experian where he managed its digital business in the UK. This experience has put him in a good position to oversee the data-driven personalised marketing solutions that Criteo delivers to its many retailer clients around the globe.



**JAMES GURD** Founder

**Digital Juggler**

Gurd runs e-commerce and digital marketing consultancy Digital Juggler that calls on his experience at Robert Dyas, Betterware and more recently digital agency Crowdshe. Clients have included House of Fraser, Home Retail Group and Sweaty Betty.

**DWAIN MCDONALD** Chief Executive Officer

**DPD**

Among the main carriers DPD is among the most progressive in its initiatives as it seeks to create a seamless experience for shoppers. Its 'Follow my Parcel' innovation to track deliveries is among a number of developments that McDonald has launched onto the market.



**STEVE ROTHWELL** Founder

**Eagle Eye**

Rothwell has built a strong proposition with Eagle Eye – that he set up in 2003 - which creates mobile rewards and gift card solutions for the likes of Greggs, Pets at Home and Karen Millen. He has overseen a busy year with the company's IPO and acquisition of Zergo among a number of notable milestones.

**MICHELLE FULLER** Joint Chief Executive Officer +

**CHRIS RUSSELL** Joint Chief Executive Officer

**eDigitalResearch**

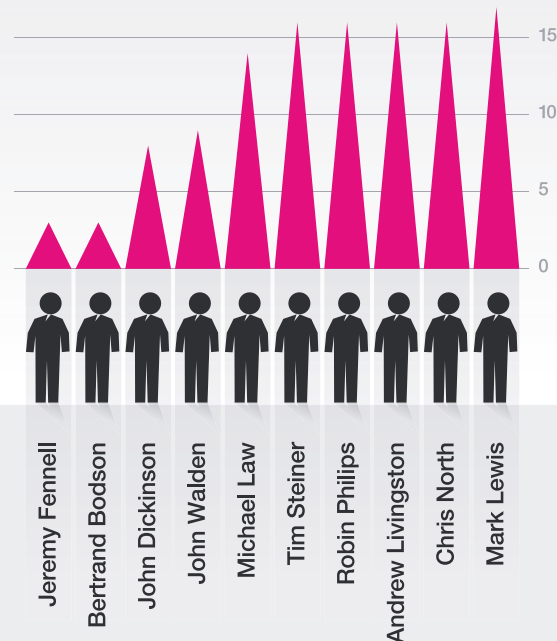
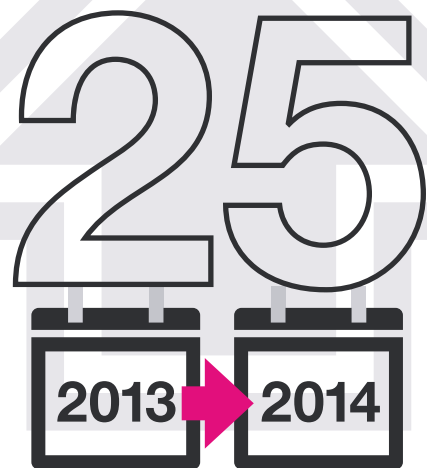
Fuller and Russell joined forces to set up eDigitalResearch in 1999 and have become the go-to business for undertaking research, feedback and surveys, which can then be used to help retailers develop solutions that deliver better online results. Their extensive client list highlights their value within the industry.

**KEVIN MCSPADDEN** Founder and Chief Executive Officer

**More2**

McSpadden has been extolling the virtues of data since he set up More2 in 2002 to help retailers utilise the potential gold mine that they each sit on. This has ensured his analytical capabilities have become a vital ingredient in numerous retailers' businesses.

## BIGGEST CLIMBERS WITHIN THE TOP



**MICHAEL ROSS** Chief Scientist  
**ANDREW MCGREGOR** Chief Executive Officer  
**OrderDynamics**

Data analytics is behind the core OrderDynamics proposition which has attracted many top notch retail clients who each benefit from the extensive experience of Ross and the strategic direction delivered by McGregor. Ross also advises and consults for a number of retailers.

**ANDY OLDHAM** Managing Director  
**Quidco**

Oldham joined Quidco in March 2010 and has helped the online cashback rewards programme attract four million members. A recently inked deal with Morrison's highlights the reach Quidco enjoys in the UK, which can pinpoint new shoppers based on the likes of behavioural data.

**OLI JOHNSON** Co-founder +  
**MATS STIGZELIUS** Co-founder  
**Rainmaking Loft**

The Berlin and London-based digital incubator and investor received the backing of Tesco last year, which has enabled it to give support to around 60 start-ups. The supermarket is able to draw on the creativity of these entrepreneurial businesses. Johnson and Stigzelius bring a wide variety of venturing and investing experience to the Loft organisation.

 **NAOMI KRIEGER CARMY** Director +  
**DANIEL SAUNDERS** Chief of Staff  
**UK Israel Tech Hub**

As retailers increasingly look to work with cutting edge start-ups they have recognised Israel as a key hub for innovation. The conduits to the process of linking the two sides together are Krieger Carmy and Saunders who have become important players.

 **PETER KEENAN** Chief Executive Officer  
**Zapp**

There is a revolution going on in the world of mobile payments and with the support of some big banks Zapp looks to be in a strong position to gain some traction among many competitors. Its cause is helped by its leader Keenan – a former HSBC executive who also handily has retail experience from Dixons Retail.

## CONSULTANTS & RECRUITMENT SPECIALISTS

These are the most influential consultants working in the retail industry today, and the leading recruitment specialists working at the heart of the industry to make things happen in the world of Multi-Channel and e-Commerce.  
*Listed alphabetically by their surname.*

**ALISON LANCASTER** Interim Marketing Director  
**McArthurGlen**

The very experienced Lancaster is presently holding an interim position at McArthurGlen that is calling on her broad set of digital and marketing skills that she has picked up at numerous retailers including White Stuff, Feather & Black, Harrods and John Lewis.

**ORLANDO MARTINS** Founder  
**Oresa**

Martins founded executive search firm Oresa in 2008, which has increasingly focused on placing senior executives into e-commerce and multi-channel roles within the retail sector. He is building his business's expertise around the changing face of the industry it supports.

**MARTIN NEWMAN** Chief Executive Officer  
**Practicology**

Since founding consultancy Practicology in 2009 the well regarded Newman has built a solid and growing team around him whose skills are called on by an increasing number of retailers both in the UK and abroad. The depth of Newman's experience has placed a high value on his counsel and he sits on the Wiggle advisory board as well as being a Non-Executive Director of Conviviality Retail.

**TONY STOCKIL** Chief Executive Officer  
**Javelin Group**

Stockil heads up retail strategy consultancy Javelin that continues to deliver a mix of consulting and implementation services to some of the biggest names in European retail. Stockil is assisted by a very able team that includes Will Treasure and Richard Wolff.

## 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. *They are listed in alphabetical order by their surname.*

**MARK ESIRI** Chairman  
**Venrex**

As Chairman of Venrex, Esiri continues to be involved in many young businesses as an early stage and seed investor, with deals including Notonthehighstreet.com, Just-Eat, Astley Clarke, Smythson, Lyst and Dressipi.

**MARK EVANS** General Partner  
**Balderton Capital**

Steeped in start-ups and investing in young businesses Evans has been General Partner at Balderton for 10 years after a spell in Silicon Valley. His present investments include Lyst, The Hut Group, Yoox and Worldstores. Other Balderton portfolio companies include Tictail and Vestiaire Collective.

**VINCE GWILLIAM** Partner  
**Bridgepoint**

Gwilliam is a well respected member of the private equity industry who joined Bridgepoint in 1987 and is the lead for retail investments – with current board seats on Wiggle and Pret A Manger. He also has had responsibility for Hobbycraft and Pets at Home.



“Incredibly experienced and well liked former Marks & Spencer CEO...”

See [SIR STUART ROSE](#)

**ROBIN KLEIN** Venture Partner +  
**SAUL KLEIN** Partner

**Index Ventures**

Between them the Klein pair possibly have unrivalled experience of start-up investing in the UK. They both work with Index Ventures – whose investments include Photobox, Nasty Gal, Farfetch and Astley Clarke – but also have many other additional interests. Saul for instance is involved with the UK Israel Tech Hub.

**LYNDON LEA** Co-founder

**Lion Capital**

Lea is a major player in the private equity arena – with experience at some big name organisations such as KKR, and Hicks Muse Tate & Furst. He co-founded Lion Capital and has been involved in a wide variety of investments including American Apparel, Jimmy Choo and All Saints.

**SIR TERRY LEAHY** Private Investor

As a private investor Leahy is very committed to funding digital-focused retail businesses. His portfolio continues to grow, with current investments and board positions including The Hut Group, Eagle Eye Solutions, Black Circles, Metapack, Atterley Road, Anatwine and Starcount.

**STUART MARKS** Partner and Investor

**JLAB**

IT entrepreneur Marks has teamed up with John Lewis to create the recently launched tech hub for start-ups – JLAB. The aim is to identify and develop technology innovations that will provide John Lewis with a competitive edge. Five start-ups will be selected to be based in the hub where they will be supported by hand-picked experts.

**BRIAN MCBRIDE** Non-Executive Directorships

Having run Amazon.co.uk McBride has taken up a number of influential roles including Chairman of Asos and Non-Executive Director of AO.com. He is also on the board at investor Scottish Equity Partners.

**DOUG MCCALLUM** Non-Executive Directorships

With a history in technology dating right back to working at Intel in 1990 McCallum brings a wealth of experience to his varied roles that today include senior advisor to the CEO at eBay, Chairman of Trainline.com, and Non-Executive Director of Ocado.



**WILLIAM REEVE** Private Investor

Reeve has a broad array of experience that has included co-founding ScreenSelect, which ended up being rolled into LoveFilm where he held the COO position. A variety of executive and non-executive roles followed and he is now Chairman of Graze and Investor/Co-CEO of Hubbub. He recently also invested in What's in My Handbag.

**SIR STUART ROSE** Non-Executive Directorships

Incredibly experienced and well liked former Marks & Spencer CEO Rose has taken on a number of roles since stepping back from executive life including Chairman of both Dressipi and Ocado, which suggests he recognises the increasing impact of digital on retail.



**SCOTT WEAVERS-WRIGHT** The Big Cheese +  
**SIMON HARROW** Digital Investor

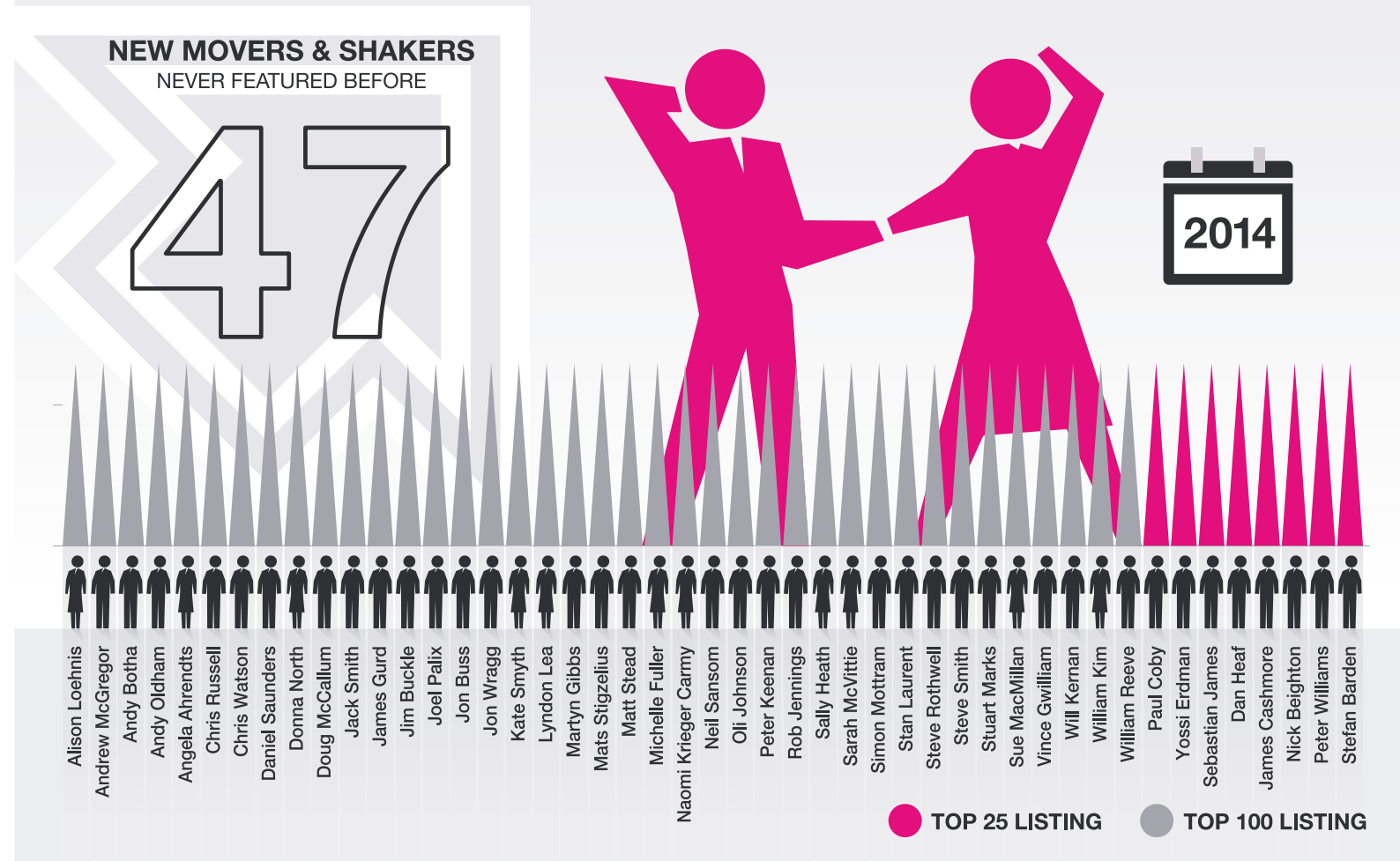
**Haatch**

Experienced retailers Weavers-Wright and Harrow built Kiddicare into a business that was sold to Morrison's for £70 million and are now at Haatch building a digital incubator for retail-focused technologies. Early investments include Elevaate, Scurri and Marvel.



**ALAN WHITE** Non-Executive Directorships

White built a strong reputation as CEO at N. Brown where he developed the catalogue business into an online player – also adding stores en route. He is using this vast experience to help the companies with which he is now a board member, which include Hotter Footwear, Fruugo, Facetspera and Direct Wines.



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.

**k3retail**

joined up thinking

**THE MULTI-CHANNEL AND E-COMMERCE TOP 100 MOVERS & SHAKERS 2014 REPORT IS SPONSORED BY K3 RETAIL**

**K3 Retail deliver Multi-Channel solutions that enable retailers to create joined up shopping experiences for their customers on-line, direct, in-store & via mobile.**

Over 20 years' experience delivering award winning solutions, to more than 175 internationally recognised retail brands, has helped our experienced team of retail consultants develop the most complete range of multi-channel retail solutions available to Microsoft Dynamics users. As a Microsoft Gold Certified Partner, member of Microsoft's Partner Advisory Council for Retail and member of Microsoft's Presidents Club, we offer a clearly defined roadmap and proven products backed up by Microsoft's \$2billion investment in the Dynamics platform.

Our ability to translate thought leadership and Multi-Channel experience into innovative and effective retail solutions has benefited customers including: Agent Provocateur, American Golf, Beales, Booths Supermarkets, Boux Avenue, Clinton Cards, Dobbies, English Heritage, Evans Cycles, Fred Perry, Gieves & Hawkes, Hotters, Kiddicare, M&Co, Oxfam, Ryman's, Smyths Toys, Topps Tiles, The White Company, Weird Fish and White Stuff.

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