

# MOVERS & SHAKERS

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The Retail Movers & Shakers  
Top 100 Report 2017  
[Retailinsider.com](http://Retailinsider.com)





## Welcome

Welcome to the latest annual 'Retail Insider Top 100 Movers & Shakers in Retail' report that highlights the achievements of those individuals who are helping to build their businesses by fully grasping the opportunity presented by digital.

Needless to say, in the eight years that the report has been produced it has had to evolve in order to reflect the industry and the people it is seeking to represent. Eight years down the line it is absolutely the case that the entire retail sector is in the midst of a digital transformation and so arguably this report has never been more relevant.

As with last year, the people in the report are increasingly not holding the titles of e-commerce or multi-channel directors but are heading up businesses. These are the digitally focused retailers that are setting the pace and leaving many others in something of a predicament.

When taking a look at the highest achievers in this report it is clear how the retail landscape is changing and where the future, and the positions of power and influence, potentially lies.

However, while lots of things are changing in the industry the aim of the report remains the same in that it looks for individuals that are contributing to their organisations through outstanding achievement and showing innovative tendencies.

I would very much like to thank the Advisory Panel involved in this year's report who contributed greatly to the process and helped ensure that the final product has credibility.

Finally, it's a big thank you to K3 Retail for their highly valued continued sponsorship of this Movers & Shakers report that I feel contributes to the sector by pointing the way forward though highlighting its most valuable asset: people.

Glynn Davis

Retailinsider.com

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# MOVERS & SHAKERS





## Methodology

Over the past 12-months a wide range of experts from across different disciplines within the retail industry have been consulted to help draw up an initial long list of potential constituents of the Top 100 for 2017.

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 a Top 100 names and from within this grouping they selected a Top 40. The Panel is chosen on the basis of their combined knowledge and expertise covering every part of the retail industry.


The Top 40 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 40 list was created.

To highlight the different skill-sets of the individuals in this year's report all the non-retailers are grouped under relevant headings: 'Service providers & Enablers', 'Advisors & Recruitment specialists', and 'Investors'.


## Key

The world of retail never stops so to help you keep track of who is new and who is back once again, who is surging up and who has slipped down look out for the symbols below on your journey through this report.

Also note the spyglass icon. Make a note of those it marks and watch their career moves. We believe they may just be some of the brightest sparks this sector has to offer.




Moving up in the world of retail




A new entry to Movers & Shakers



One to watch like a hawk who we think is doing great things



A re-entry into the listings or sticking to their position from last year



A slip down the rankings from a previous appearance



# INNOVATION & POTENTIAL FUTURE PERFORMANCE

## The Movers & Shakers Top 100 Advisory Panel



**Simon Belsham** | Former CEO | **NotOnTheHighStreet.com**

Simon joined Notonthehighstreet.com in May 2015, bringing with him a wealth of experience of technology and retail gained through various roles. In 2003 he joined Tesco and developed the operating model for its UK business, primarily in convenience, supply chain, general merchandise and latterly online with Tesco Direct. In 2011, he joined Ocado as director of non-food before re-joining Tesco in 2013 as managing director of grocery home shopping and becoming online director.



**Jonathan Wall** | Advisor

After seven years at Shop Direct Jonathan recently left the company to take on a number of advisory roles that will draw on the expertise he has built up from his time heading up Shop Direct's e-commerce function. Prior to this role he was CEO at Flowersdirect.co.uk and before that marketing director at Dabs.com.



**Peter Williams** | Non-Executive

Currently Peter is chairman of Boohoo.com, Mister Spex, property firm U+I, Brissi and Sophia Webster as well as holding a number of other non-executive positions including Rightmove. This follows extensive retail experience spanning the CEO roles at Selfridges and Alpha Airports.



**Alison Lancaster** | Interim marketing director | **House of Fraser**

Alison has held a number of interim positions, most recently as chief customer officer at House of Fraser and Bravissimo, which follows a career involving many multi-channel and digital roles in executive positions at numerous retailers including Bonmarche, White Stuff, Feather & Black, Harrods, Charles Tyrwhitt and John Lewis.



**Indira Thambiah** | CEO | **C P Hart**

Indira has been in the retail business for over 20 years and is presently the managing director of luxury bathroom retailer C P Hart. She has led the digital businesses for a number of multi-channel retailers including Home Retail Group and DSG Group, as well as leading pure-plays such as Zulily. Indira has also been CEO of Multiyork and sat on the boards of Superdry and Yorkshire Building Society. She is currently a senior advisor to Venture Founders, an online venture capital firm.



**Orlando Martins** | Founder | **ORES Executive Search**

Orlando founded ORES Executive Search and Organisational Design in 2008 following his gaining vast experience, and building up a serious network over a number of years, working for other leading executive search firms including Berkeley and Quantica. He specialises in consumer brands with a focus on fashion retail and digital.



**Daniel Bobroff** | Founder | **Coded Futures**

Daniel is the founder of Coded Futures, a creative technology advisory firm focused on retail, which he set up after holding the position of investment director of ASOS Ventures, the online fashion company's venture capital division. Prior to this he built Microtime, a pioneer of in-game advertising - a medium that is today an eight-billion-dollar market.

*Additional special thanks to:*

**Martin Newman** | Founder and CEO | **Practicology**

**Will Treasure** | Director of technology and operations | **Javelin Group**



”This year more than ever we are seeing those who are not only making a difference but often are doing things differently.“

## Entering a new era

2017 will definitely go down as the year of change and the dawn of a new era in retailing. The Movers & Shakers report really does mirror the dynamic market we're all part of and this edition is no exception - with 34 new entrants into the report we are seeing a new breed of retailer emerging.

The remit of the Movers & Shakers was always to identify those individuals who were making a difference in Retail and this year more than ever we are seeing those who are not only making a difference but often are doing things differently, trying new ways, being brave and smart in the face of adversity and succeeding in this challenging world of Retail which we all love so much.

This is illustrated perfectly by our Top 5 retailers – all from the fast paced and demanding world of fashion retailing unified by their pioneering and visionary approach that embraces the new digital age head on.

I would like to personally thank Glynn and the Advisory Panel of Experts who once again spent the early summer locked in heated debate discussing who would be in the final report.

The final words of thanks must go to all those named individuals and the businesses that make up the Movers & Shakers report. In this age of digital transformation anything really is possible and with the amazing talent emerging in the retail arena, combined with the experienced retail heads, I am genuinely excited to be part of the journey ahead of us all.

I'd love to hear your views on this year's report and look forward to some lively discussion!

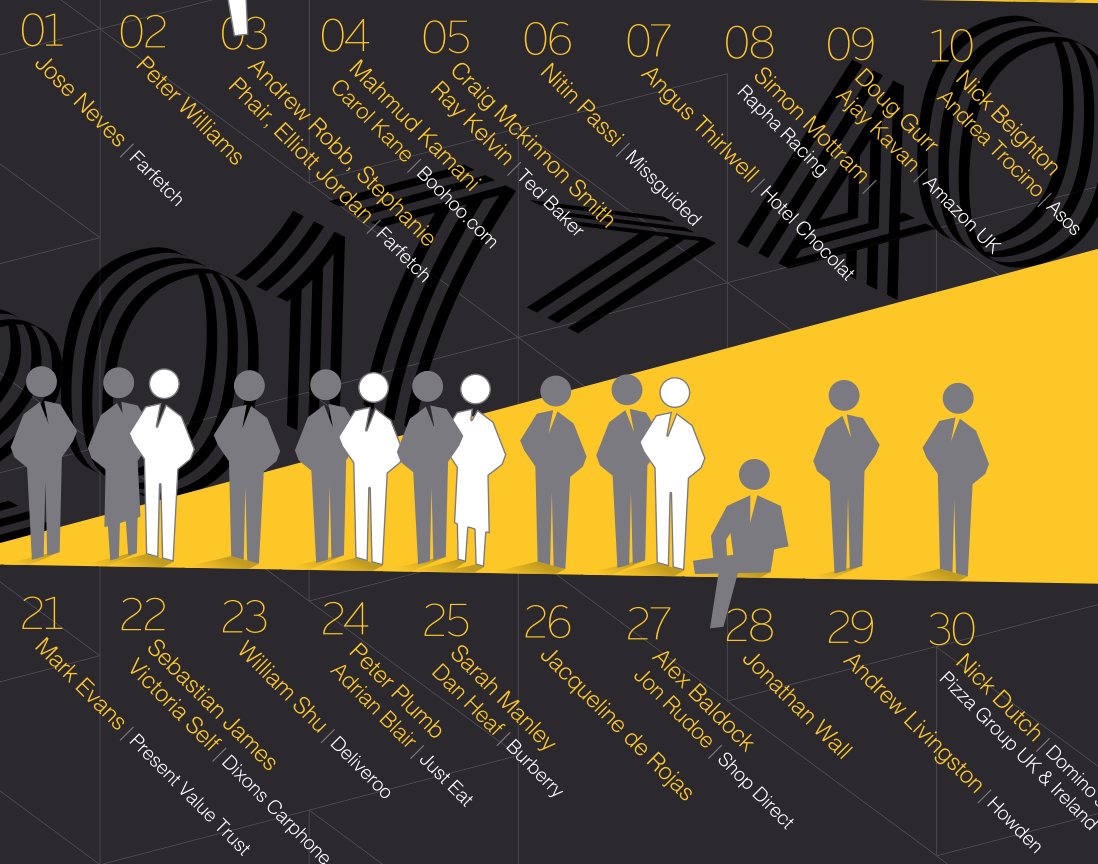
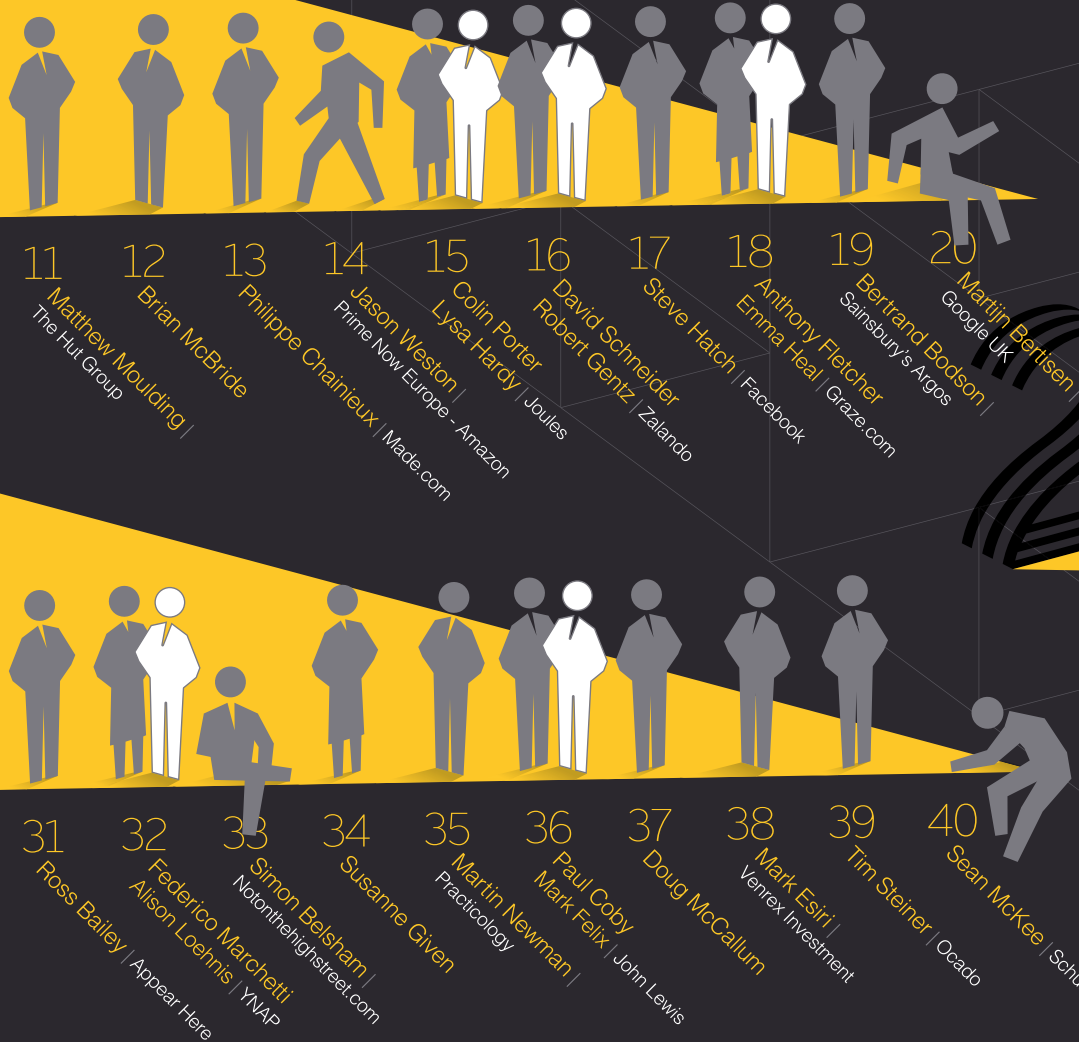


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▶▶ When taking a look at the highest achievers in this report it is clear how the retail landscape is changing and where the future, and the positions of power and influence, potentially lies. ◀◀



The 40 on top in 2017



# TOP 40

## The Movers & Shakers Top 40

The final top 40 have been selected and ranked by the advisory panel based on innovation, performance over the last 12 months, potential future performance, customer engagement, future business leader potential, and multi-channel strategy.

**Jose Neves** | CEO & founder  
**Farfetch**

Farfetch has gone from strength to strength with its pioneering model that continues to push the boundaries within the fashion industry. Leading the charge and constantly challenging the business to adapt and look forward is its visionary founder Neves. The recently developed Store of the Future is just one such interesting initiative that pushes Farfetch into full multi-channel mode that leverages data to new levels.

01



02 **Peter Williams** | Non-Executive

Williams has vast experience in the retail sector that has encompassed time in the stores – as CEO of Selfridges – through to chairman of pioneering digital player Asos. Present roles include chairman of Boohoo and Mister Spex, which highlight how his broad expertise is increasingly influencing the newer retail businesses.



03 **Andrew Robb** | COO  
**Stephanie Phair** | Chief Strategy Officer  
**Elliot Jordan** | CFO  
**Farfetch**

Well respected Robb has been with the business for seven years and in that time he has helped to execute some of the visionary landscapes proposed by founder Jose Neves. He is part of an increasingly strong senior level team including Jordan, who joined in 2015, and experienced newcomer Phair who came onboard in late-2016.







04

**Mahmud Kamani** | Co-founder & CEO**Carol Kane** | Co-founder**Boohoo.com**

Kamani and Kane continue to make a great team with their contrasting but complementary skills that ensure Boohoo remains focused on supplying ever faster fashion to its young customer base. They have shunned opening physical stores and have instead invested in high growth brands Pretty Little Thing and Nasty Gal that are predicted to fuel annual growth of 40% over the next five years.



05

**Ray Kelvin** | CEO**Craig Mckinnon Smith** | Brand communications director**Ted Baker**

Ted Baker has evolved into a real powerhouse of a brand that trades well around the world and encompasses an increasing range of products. What remains fundamental to the business is its multi-channel approach combined with the brand philosophy that emanates from Kelvin and is deftly delivered by Smith



06

**Nitin Passi** | Founder & CEO**Missguided**

Passi founded the fashion business in 2009 and has continued to successfully grow sales in the competitive fast fashion arena. Recent moves involve the ongoing foray into adding physical stores, which act as showcases for the much broader online offer. Missguided increasingly steals customers from the established clothing players.



07

**Angus Thirwell** | Co-founder & CEO**Hotel Chocolat**

Thirwell sets the vision and the agenda at Hotel Chocolat that has resulted in the building of a strong brand, which incorporates various channels and is vertically integrated following the acquisition of a plantation. Digital increasingly plays a role and is aligned with a growing store base and variety of cafe concepts that Thirwell continues to investigate.



08

**Simon Mottram** | Founder & CEO**Rapha Racing**

Having worked at pioneering branding agency InterBrand it was obvious that when Mottram set up Rapha in 2004 it would be based wholly around the brand. He certainly prefers not to call it a retailer because although it sells goods – chiefly cycling gear – its focus is primarily on serving a cycling community who meet for group rides. They frequent its Rapha club houses (i.e. stores/cafes) that are opening up in many cities around the world.



09

**Doug Gurr** | Country manager**Ajay Kavan** | VP special projects**Amazon UK**

Gurr moved into the head of UK role at Amazon following a stint as president of its China business that further adds to his vast knowledge that has included a director role at Asda and founding Blueheath. He is working alongside another vastly experienced operator Kavan whose remit stretches across various new developments at the business including its food operations. They are both integral to Amazon and its activities in the UK market.





10

**Nick Beighton** | CEO**Andrea Trocino** | Director of technology  
**Asos**

After two years in the CEO seat, vacated by founder Nick Robertson, Beighton has kept the fast moving show on the road. Asos continues to stay at the head of the pack despite the constant competition from newcomers that make it look like a legacy operator. So far he has managed to balance its growing scale with constant technology innovation. He has been helped with the latter by the very capable Trocino who joined Asos in 2013 and has recently had his remit expanded.



11

**Matthew Moulding** | CEO**The Hut Group**

Under the capable management and vision of Moulding, The Hut Group continues to very impressively acquire online brands and integrate them into the main group without any apparent indigestion. Among the brands now sitting within the group are MyProtein, MyVitamins, Coggles, Zavvi, IWoot, and ProBikeKit. The core Hut Group platform has enabled their individual communities to grow and for their sales reach to extend globally.



12

**Brian McBride** | Non-executive

Following a stint as head of Amazon in the UK McBride took the decision in 2011 to take on a spread of roles that enabled his digital experience to be utilised by a number of organisations. He presently sits on the boards of Asos and Wiggle and Ao.com and is senior advisor to Scottish Equity Partners that enjoyed a very successful exit from Skyscanner. McBride has a rich heritage in technology having earlier worked for Xerox, Dell, IBM and T-Mobile.



13

**Philippe Chainieux** | CEO**Made.com**

Chainieux moved up to the CEO position at the furniture retailer in early 2017 following a period as COO that began in 2013 that saw founder Ning Li step back from day-to-day involvement. This is a reflection of his operational capabilities that are deemed more suitable to the running of a complex £100 million internationally-based business. He will look to take Made.com onto the next stage of its growth that cleverly uses technology-rich showrooms in the mix.



14

**Jason Weston** | Director - Prime Now Europe**Amazon**

Prime is massively important to Amazon and so Weston as head of this division within the company's business in Europe is in an influential position. This was highlighted by the recent Prime Day breaking all online sale records at Amazon - surpassing even Black Friday. Weston is extremely experienced around digital retail, having held various roles at Amazon since 2000 as well having a four-year stint as COO at Notonthehighstreet.com.



15

**Colin Porter** | CEO**Lysa Hardy** | Chief Customer Officer**Joules**

Since floating the business in 2016 Porter has pushed the company forward as a multi-channel operation with 108 stores and a growing online presence that accounts for 30% of total sales. A present project is to create a single customer view across the business. Integral to this is Hardy who joined the company in 2016 from Holland & Barrett where she was chief commercial officer. She is definitely one to watch.







16

**David Schneider** | Co-founder**Robert Gentz** | Co-founder**Zalando**

Schneider and Gentz are two of the founders of online clothing giant Zalando that continues to power ahead with its pan-European model that has a strong focus on logistics. Its partnership with Anatwine highlights how it is working closely with major brand owners to improve the delivery standards to its customers. This has helped drive recent half-year trading figures up 22% to Euros 1.7 billion.



17

**Steve Hatch** | VP Northern Europe**Facebook**

Hatch now has an expanded role from just the UK as he now oversees Northern Europe for Facebook. The broadening reach of Facebook makes it increasingly relevant for retailers as they look to engage with customers across different platforms and therefore makes Hatch an important operator. He has held previous roles at various media agencies.



18

**Anthony Fletcher** | CEO**Emma Heal** | MD of UK retail**Graze.com**

Graze has pushed ahead on numerous fronts since Fletcher took over as CEO in late 2012 following a stint as UK MD and chief marketing officer. He has led a successful expansion into the tough US market, gained listings in thousands of retail stores in the UK and US, and also sells products individually online as well as via the core subscriptions model. He is assisted by Emma Heal who heads up the rapidly growing UK retail business that is helping Graze become a powerful FMCG brand.



19

**Bertrand Bodson**

Former chief digital and marketing officer

**Sainsbury's Argos**

Since he took on the role of chief digital officer at Home Retail Group in 2013 Bodson had a dramatic impact on the UK retail scene. He was instrumental in the turnaround at Argos as the focus shifted to digital and was named the UK's chief digital officer of the year in 2017. He stayed for a short period with Sainsbury's following its acquisition of HRG. His recent appointment at chief digital officer at Novartis will take him away from retail but we could see him appear in non-executive capacity.



20

**Martijn Bertisen** | Sales director for retail**Google UK**

A decade into his career at Google as the lead in retail Bertisen is an influential figure in the sector. The increasing share of digital advertising going to Google combined with its constant innovation and ongoing focus on geo-location makes Google and Bertisen important players. His one previous role was at Dixons.



21

**Mark Evans** | Founder**Present Value Trust**

Extremely well established venture capital practitioner, Evans initially spent time in Silicon Valley working for renowned firm Benchmark Capital, following a career at Goldman Sachs. He took up the general partner position at Balderton in 2002 and since then has made numerous investments including currently Appear Here, Gousto, Lyst and The Hut Group.





22

**Sebastian James** | CEO**Victoria Self** | Online director**Dixons Carphone**

James was on the shortlist of three for the job of CEO at ITV which although he failed to get does indicate how his star has risen on the back of a strong performance at Dixons Carphone. It was arguably on the endangered list when he took the company's top job in mid-2014 but he has delivered on a multi-channel strategy that has made the group relevant again in the electrical sector.



23

**William Shu** | CEO**Deliveroo**

Founding Deliveroo in 2012 caused serious disruptions to delivery in the UK and this has continued to today as Shu recently launched the next stage of Deliveroo - its delivery-only kitchens solution called Editions. These look to place food production in areas of high demand where brands have no presence. Expect more fireworks from Shu in the future.



24

**Peter Plumb** | CEO**Adrian Blair** | COO**Just Eat**

Plumb moved into the CEO seat at Just Eat in September 2017 after a period heading up Moneysupermarket.com. His track record of operating a digital business will be of great value at Just Eat that increasingly leverages its rich data to benefit its customers. He will be ably supported by Blair who has been at the company since 2011 as global COO responsible for all sales and marketing activity.



25

**Sarah Manley** | Chief marketing officer**Dan Heaf** | SVP of digital commerce & digital marketing  
**Burberry**

Fifteen years at Burberry has given Manley some great experience and put her in the midst of some pioneering digital work. The competition has definitely upped its game so the challenge is on for Manley and the new CEO at Burberry to push forward with initiatives in the digital space. Heaf remains a valuable digital player at Burberry having been with the business since 2014.



26

**Jacqueline de Rojas** | Advisor

Impressive operator de Rojas has a far reaching spread of roles that take in president of techUK, advisory board member at Digital Leaders and non-executive of Rightmove. The underlying focus is on pushing and promoting digital and technology in the UK and also identifying and helping the leaders of tomorrow emerge. She was previously on the board of Home Retail Group.



27

**Alex Baldock** | CEO**Jon Rudoe** | Global retail & technology director  
**Shop Direct**

Few retailers have grasped the opportunity of online sales with as much purpose as Shop Direct. With a committed management in place, led by CEO of five years Baldock, it has shifted to a pure-play operator using the latest technologies and sales have grown accordingly. Rudoe recently joined the business from Sainsbury's and he will significantly bolster the executive firepower.



» Bailey has disrupted the traditional model of retail rentals as it provides an online marketplace for short-term lets «

Ross Bailey  
Appear Here



28

**Jonathan Wall** | Advisor

During his seven years at Shop Direct Wall was incredibly influential in its transformation from mail order business to cutting edge pure-play. He constantly sourced new technologies from around the world as he has looked to improve the group's customer experience. He is massively respected across the retail and technology communities and there will be a big demand for his services following his departure from Shop Direct to take on a plural role.



29

**Andrew Livingston** | CEO

**Howden**

During the nearly five years as CEO of Screwfix Livingston had a big positive impact on the digital capabilities of parent company Kingfisher Group and no doubt his new employer Howden Group will be looking to utilise these skills. He will be a powerful force for change when aligned with Howden chairman Richard Pennycook. He is one to watch in this new role.



30

**Nick Dutch** | Head of digital  
**Domino's Pizza Group UK & Ireland**

Dutch is head of digital at Domino's as well as also undertaking consultancy roles for organisations grappling with the challenges presented by digital. He has been heavily involved in the transition of Domino's from a predominantly stores-based food business to one that derives the majority of its sales via digital channels – with much of this driven by mobile.



31

**Ross Bailey** | Founder

**Appear Here**

Since setting up Appear Here in 2013 Bailey has disrupted the traditional model of retail rentals as it provides an online marketplace for short-term lets. The involvement of large property owners and major brands highlights the important role the business plays. Bailey recently expanded into the US.



32

**Federico Marchetti** | CEO

**Alison Loehnis** | President of Net-A-Porter

**YNAP**

Since the coming together of Yoox and Net-A-Porter Marchetti has played an increasingly important role in UK fashion and is intent on keeping YNAP at the forefront of the pack. The recent opening of an innovations lab and a commitment to spend Euros 500 million on technology at Net-A-Porter highlights how he and Loehnis are wielding significant influence.



33

**Simon Belsham** | Former CEO

**Notonthehighstreet.com**

The extremely experienced Belsham abruptly left Notonthehighstreet.com in September 2017 after two years in the role during which time he introduced some big company operational procedures – picked up from his time in senior roles at Tesco and Ocado. His broad mix of experience will be in high demand in the industry.







» Farfetch has gone from strength to strength with its pioneering model that continues to push the boundaries within the fashion industry «

#1 Jose Neves  
Farfetch



34  
**Susanne Given** | Non-executive

Latterly at Supergroup as COO Given left in 2015 after three years and has taken up a number of non-executive roles that enable her to share the experience she also gained at House of Fraser, Harrods, Homebase, John Lewis and TK Maxx. Her current non-exec positions include Made.com, Eurostar, Outfittery, and Al Tayer Group.



35  
**Martin Newman** | Founder & CEO  
**Practicology**

Newman and his Practicology business have made themselves the go-to organisation for digital expertise. The opening of offices in Hong Kong, Sydney, Melbourne as well as London has broadened the reach of Newman who constantly travels the world and has impressively grown the business. He also sits on the boards of Conviviality and White Stuff.



36  
**Paul Coby** | CIO



**Mark Felix** | Director of online trade  
**John Lewis**

John Lewis commitment to a multi-channel model is well documented and its execution of such a strategy is partly down to the capabilities of Coby who is accountable for IT across the group. He links into many stakeholders within JLP including Felix who took up his present role in early 2015 after a period at Sainsbury's and prior to that he was head of experience at Carphone Warehouse.



37  
**Doug McCallum** | Non-executive

After stints at Capital Radio and eBay – that ran up until late 2011, McCallum took on the chairman's role at Ocado. His online expertise has ensured he is very much in demand from digital-focused businesses on growth paths and he has since added a number of other roles to his roster including board positions at PhotoBox and Trainline.



38  
**Mark Esiri** | Co-founder and partner  
**Venrex Investment**

Esiri co-founded Venrex as a private investment company for early stage investments and has placed money in a number of disruptive digitally-focused retail businesses including Just Eat, Dressipi, Charlotte Tilbury, Lyst, and Thread. He has been a director of Notonthehighstreet.com.



39  
**Tim Steiner** | CEO  
**Ocado**

Ocado continues to polarise opinion as to its value and potential longevity in the food industry. But few can argue with the intellect and tenacity of its co-founder and CEO Steiner. He is its primary cheerleader who vehemently argues the case that it will still revolutionise the grocery industry as it employs robotics and AI while critics continue to argue that it will fail to deliver on its promises to sell its solutions to grocers around the world.



40  
**Sean McKee**  
Director of e-commerce and customer experience  
**Schuh**

The completion of the advanced management programme at MIT Sloan School of Management in the US will have enhanced the skill set of the widely respected McKee. His diligent and cost-effective approach to developing the online and digital capabilities of Schuh, which he joined in 2000, is clear in the smooth experience shoppers receive.



Adrian Blair  
Andrea Trocino  
Elliott Jordan  
Emma Heal  
Jacqueline de Rojas  
Lysa Hardy  
Mark Felix  
Nick Dutch  
Peter Plumb  
Philippe Chaintoux  
Robert Gentz  
Stephanie Phair  
Steve Hatch  
Susanne Given



Welcome to all the new Movers & Shakers in 2017



Ana Machado da Silva  
Andy Gault  
Antony Eden  
Ben Francis  
Bridget Lea  
Briony Garbett  
Charlotte Ellis  
Chris Conway  
Dave Elston  
David Lloyd  
David Potts  
Frances Russell  
Geoff Bull  
James Stringer  
Jane Shields  
Jill Easterbrook  
Matt Henton  
Paula Hassett  
Umar Kamani  
Zoe Colegrave

## The best of the rest

**Who else has been shaking the world of retail?**

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

**Innovation**

**Performance over the year**

**Potential future performance**

**Customer engagement**

**Future business leader potential**

**Multi-Channel strategy**

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





**David Lloyd** | Managing Director of UK & Nordics | **Alibaba Group**

Lloyd joined Alibaba in late 2016 and was quickly promoted to MD for UK & Nordics after almost 10 years at Google where he was focused on growing the retail division. The biggest opportunity he has at Alibaba is introducing UK retailers to the massive Chinese market. He accepts conveying the message and explaining how Alibaba works to these retailers is the biggest challenge. If he can pull it off then his influence in UK retail will grow significantly.



**Frances Russell** | VP of clothing | **Amazon**

Russell was brought into Amazon to lead its charge into clothing. She was drafted in from her previous position of womenswear director at Marks & Spencer and has spent her early period at Amazon recruiting a team. The company will have a challenge in this tough category but Russell brings great credibility and her skills will be fundamental to it developing a strong own brand offer. She is one to watch.

**John Roberts** | Founder | **AO.com**

Roberts recently stepped down from the CEO role at the company he founded 17 years ago which dramatically improved the buying experience of white goods for customers. By moving away from day-to-day management the idea is that Roberts can focus more on his visionary capabilities that initially formed the company. The challenge will be for him to avoid meddling in the CEO duties.

**Angela Ahrendts** | SVP of retail and online stores | **Apple**

Ahrendts has been with Apple since 2014 and has been involved with its efforts to become more of a luxury product – the launch of the watch is a part of this process – having done a tremendous job building Burberry into a powerhouse brand with digital integral. Her fingerprints will be all over the new look refurbished stores that Apple is rolling out around the globe.



**Phil Wilkinson** | Senior director for online grocery trading | **Asda**

After almost a decade in various category management and planning roles at Asda Wilkinson was given responsibility for grocery e-commerce in August 2015 where he oversees a team of 50 people dealing with annual revenues of £1 billion-plus. As Asda seeks to push its credentials more in online he will be a key player at the company and is therefore one to watch.



**Andy Gault** | Director of omni-channel | **B&Q**

Gault has some serious experience within the DIY sector having been with either Screwfix or B&Q for most of the past 20 years apart from a three-year stint at Wyevale Garden Centres. Latterly he has spent time immersed in digital, which has placed him well for the recent step up into the role of omni-channel at B&Q. With a re-platforming taking place it will be a challenge. He is one to watch.

**Jill Easterbrook** | CEO

**Ana Machado da Silva** | Head of digital product  
**Boden**

Easterbrook joined Boden in early 2017 and brings much clothing experience latterly as a director at Tesco with responsibility for clothing and also group business transformation. Prior to this she was a merchandiser at M&S. Easterbrook will be working with another new Boden recruit da Silva who joined from Burberry as senior manager for business intelligence data. Previously she was an analyst at Asos.

**Nick Wheeler** | Founder & chairman



**Luke Kingsnorth** | President of North America  
**Charles Tyrwhitt**

Wheeler has been the driving force behind the incredibly successful Charles Tyrwhitt business that has been built as a seamless multi-channel brand and which is a tough competitor in its category. He is assisted by Kingsnorth who is presently focused on building the US arm of the company.



**Dave Elston** | Digital director for European region | **Clarks**

Clarks is in the middle of significant change that has seen some senior departures amid a re-platforming of its core IT systems. Greater responsibility has fallen into the hands of Elston who in March 2017 stepped up from head of e-commerce in Europe to digital director for European region. With his extensive experience he is one to watch in his new role.

It has made its community of ambassadors and customers an essential part of the proposition

Ben Francis  
Gymshark





**Sergio Bucher** | CEO

**Paula Hassett**

Director of e-commerce strategy and business development

**Debenhams**

Former Amazon executive Bucher joined Debenhams in October 2016 and recently delivered his transformation strategy that involves turning the business into a mobile-first retailer. Not an easy task for a traditional stores-based retailer. He will be well supported in this task by the capable Hassett who joined Debenhams in late 2013 with a digital-focused remit.



**John Browett** | Former CEO

**James Stringer** | Head of online marketing

**Dunelm**

Steeped in digital from his time at Tesco.com, Monsoon Accessorize and at Dixons, Browett had until recently been at Dunelm during which time he acquired Kiddicare and saw online sales grow to account for 20% of turnover. He recently left the company and it will be interesting to see where he pitches up next. Stringer is one to watch having recently taken on a broader digital role at Dunelm. He previously headed up e-commerce at Lakeland.

**Joel Palix** | CEO

**Jim Buckle** | COO

**Feelunique**

Both Palix and Buckle moved into their respective positions in early 2014 as they looked to move the business on from its earlier formative stages under its founder who had pioneered selling health and beauty online – a tough category to crack. Recent growth initiatives have included the purchase of French online business The Beautyst and the launch of a subscription service similar to Amazon Prime.



**Miriam Lahage** | CEO | **Figleaves**

Recently took on the role of CEO at online lingerie retailer that sits within the N. Brown group where she will bring to bear a multitude of experience from her time in fashion. Roles have included chief merchant at Navabi, MD of new business at Peek & Cloppenburg, and VP of fashion at eBay. Her digital skill set will be tested at Figleaves but success could lead to the business influencing brands in the parent group. She is one to watch.

»» Her digital skill set will be tested at Figleaves but success could lead to the business influencing brands in the parent group. ««

Miriam Lahage  
Figleaves

**Zia Zareem-Slade** | Customer experience director

**Zoe Colegrave** | Head of online and marketing

**Fortnum & Mason**

Renowned retailer Fortnum & Mason continues to set a high benchmark in customer service and integral to this is Zareem-Slade whose initiatives encompass what is increasingly a multi-channel business that includes a number of stores and a growing level of online sales – much of it from overseas shoppers. She is assisted by Colegrave who heads up the newly amalgamated online and marketing team.



**Ben Francis** | Founder | **Gymshark**

Francis founded sports fitness clothing and accessories brand Gymshark in July 2012 and it has rapidly grown into a global pure play brand. It benefits from concentrating only on offering its own-brand goods and has made its community of ambassadors and customers an essential part of the proposition. He is definitely one to watch.



**David Walmsley** | Chief Customer Officer | **House of Fraser**

There has been something of a revolving door at House of Fraser with many senior executives departing. Amid this the experienced Walmsley joined in 2016 from Marks & Spencer where he was director of digital for five years and played a key operational role in upgrading its online presence. He is fully immersed in the world of digital having also been director of e-commerce at Dixons.



**David Devany** | Managing Director of Online | **Iceland Foods**

Iceland is undergoing great change within its online operations and key to this is Devany who joined August 2016 after four years as chief digital and information officer at Claire's Europe. He joins a food business that has been enjoying improved fortunes and is one to watch. An early role was at JJB Sports as multi-channel director.

**Dan Finley** | Group Multi-Channel Director | **JD Sports**

JD Sports is a powerful operator in its category that is benefiting greatly from the continued growth of 'athleisurewear'. The audience for much of this is younger and digitally savvy so JD Sports' online operations play a key role. Finley has been in charge of multi-channel since 2012 following a brief period at Peacocks and six years at Javelin Group.





**Beth Butterwick** | CEO  
**Charlotte Ellis** | Customer Director  
**Karen Millen**

Having served as CEO of Bonmarche where she took it through its successful flotation Butterwick joined Karen Millen as its leader with the objective of building the brand again in the same way she did at Bonmarche. She is well respected and expectations will be high that she can deliver a transformative multi-channel strategy. Ellis will be a useful ally having been at the brand since 2012 in various digitally-focused roles.

**Richard Longhurst** | Co-founder  
**Neal Slateford** | Co-founder  
**Lovehoney**

Although Longhurst and Slateford have been much more low-key recently compared with the days of their TV documentary, with the purchase of the Coco de Mere business, and the hype of Fifty Shades of Grey they have continued to grow the business and it now does £58 million sales per year of sex toys. Their cleaner, playful approach has continued to revolutionise the category online.

**Rowan Gormley** | CEO | **Majestic Wine**

When Majestic Wine bought Naked Wines in 2015 the latter's founder was catapulted into the CEO seat of the combined entity with a key objective of instilling some of Naked's digital prowess at Majestic. Much work has been done and progress has been made. But it has not all gone to plan as highlighted by an expensive failed foray into the US. However, Gormley is more than capable of pulling off what Majestic shareholders are hoping for.

**Siobhan Fitzpatrick** | Marketing and multi-channel director | **Maplin**

Maplin is undergoing a digital transformation that involves integrating the various channels and bringing in a greater digital focus within its stores. In the thick of this is Fitzpatrick who joined the business in September 2015 following a period at Home Retail Group, which involved her in multi-channel roles at both its Homebase and Argos brands.

**Ulric Jerome** | CEO and partner | **MatchesFashion.com**

Jerome has done a superb job since coming into MatchesFashion as an investor and senior executive. He has given it a much-needed digital aspect as well as a relevance in its part of the fashion market. He is very well versed in digital having founded Pixmania in 2002 and selling it to Dixons Group. Jerome is in demand as an advisor/non-executive director and sits on the boards of Zooplus and Ecommerce Europe.



**Anthony Eden** | E-commerce & marketing director | **MissPap**

Eden brings great experience to fast fashion retailer MissPap, which he joined in October 2016, and which is enjoying strong growth as it pitches its offer at the young end of the market against the likes of Missguided and Boohoo.com. He will be a welcome addition to the company, bringing digital skills acquired from time spent at JD Sports, Boohoo.com, and Shop Direct.

**David Potts** | CEO



**Chris Conway** | E-commerce/digital director

**Morrison's**

Since joining Morrison's in early 2015 Potts has helped turn the business around with some smart moves that suggest a grasp of the digital landscape. A deal to supply Amazon with own-label lines added a potentially rich revenue stream, and also led to Morrison's cutting a better deal with Ocado – who it uses to fulfil its online orders. A key ally to Potts is Conway who joined the business in 2015 after a lengthy period at Asda. He is one to watch.

**Matt Henton** | Head of E-commerce | **Moss Bros Group**

Henton joined Moss Bros in February 2015 and has played an important role in the rejuvenation of the business that had been poorly developed online. As head of e-commerce he brought with him experience from online businesses My Wardrobe, 31Dover and eSpares.

**Mark Newton-Jones** | CEO  
**Mothercare**

Newton-Jones did a top notch job at Shop Direct and he was a natural fit for undertaking the digital transformation job at Mothercare when it became vacant. But it is a tough job and progress is gradual. He briefly had the assistance of Andy Harding as chief customer officer but his departure will have Newton-Jones on the look-out for more digitally experienced individuals to bring into the business.

**Michael Law** | Group Operations Director  
**Jane Shields** | Group Sales & Marketing Director

**Next**

Sales have been falling of late for clothing giant Next as it grapples with a number of challenges in the market – including the continued trend of sales shifting online. Next's Directory has been a powerhouse operation under Law and Shields and they will have to use all of their experience to ensure the company does not lose digital sales to rivals.

“Since joining Morrison's in early 2015 Potts has helped turn the business around with some smart moves that suggest a grasp of the digital landscape.”

David Potts  
Morrison's





\* September 2010 to April 2017. UK sales values in millions for all retailing based on rolling 3 month on 3 month and monthly, seasonally adjusted sales values from the Office for National Statistics.



**Bridget Lea** | Director of stores, online, multi-channel and supply chain | **O2**

Lea only took on the present broad role in September 2016 with its clear multi-channel remit after previously holding O2 positions of general manager and head of stores. Prior to this she has spent time at Oasis, Tie Rack, Arcadia, Uniqlo and M&S. She is definitely one to watch as she seeks to bring the channels closer together at O2.

**Briony Garbett** | Customer Director  
**Hash Ladha** | COO  
**Oasis Fashion**

The impressive Garbett was recently promoted into the customer director role at Oasis after successfully holding the digital director and head of customer experience & e-commerce positions since 2012. This followed a five-year stint at Javelin Group. She undoubtedly makes a strong pairing with the very experienced Ladha.eam.

**Jody Ford** | CEO  
**Jonathon Brown** | COO  
**Photobox**

Ford joined PhotoBox in mid-2016 after a lengthy spell with eBay beginning in May 2006 that saw him take on a wide variety of roles latterly as VP for global growth. This should come in handy at online-only PhotoBox that pushes forward with a growing roster of digital brands including Moonpig and Hofmann. He will be tasked with growing the group beyond the £215 million turnover it generated in 2015.

**Umar Kamani** | CEO | **Pretty Little Thing**

Having cut his teeth working for his family's restaurant and then for his father at Boohoo.com Kamani set up PrettyLittleThing.com in early 2012, which grew to be sufficiently attractive to Boohoo.com that recently purchased the online fashion business. He remains CEO and it will be interesting to see how he influences the parent company, which makes him one to watch.

**Ben Lewis** | CEO  
**Doug Gardner** | CIO  
**River Island**

Lewis has been with the family business since 1990 and has held numerous positions before taking in the CEO role in 2010 during which time he has been set the challenge of undertaking the digital transformation of the business. Tying up with TrueStart will no doubt help him bring in innovations as will having the skills of the capable Gardner who joined River Island in 2011 after a lengthy spell as IT director at French Connection.

**James MacKenzie** | commercial & e-commerce director | **Screwfix**

The departure of the CEO of Screwfix will clearly result in some changes at the company and MacKenzie could be a beneficiary of the moves as he is well versed in DIY and the Screwfix business having spent the last 20 years within the Kingfisher Group – parent company of Screwfix and B&Q.

**Jon Wragg** | Global trading director | **Superdry**

Wragg is a massively experienced retailer, with full skills in digital, which have been gained over recent years at Shop Direct and Asda ahead of him joining Superdry in 2014 as e-commerce & marketing director. His role has recently been broadened to global trading director where his multi-channel expertise will be very valuable. He is also a non-executive of Anatwine.

**Will Kernan** | CEO

**Geoff Bull** | Head of digital marketing and e-commerce  
**WiggleCRC**

After a successful period at The White Company Kernan joined Wiggle in mid-2017 with the remit of developing the next phase of growth for the online cycle retailer following its merger with Chain Reaction Cycles. It's a tough competitive category so he will need all the experience gained from digital activities he initiated at his former employer. He will be helped by Bull who joined in mid-2016 to head up digital activities at the group leading a team of 45 who trade 20 sites selling to 100 countries.





Whatever the challenges that have faced Bertram she has handled them well and continued to move Uber forward

Jo Bertram | **Uber**



Chris Griffin | **CEO**

Matthew Purt | **Chief Commercial Officer**  
**Anatwine**

Anatwine is the creation of the astute Griffin and brings together brands and retailers whereby customers receive a consistent purchasing and delivery experience via the Anatwine platform when buying multiple brands from a single retailer. He is ably assisted by Purt who moved up to his present role after being responsible for global sales and business development since joining the business in 2014.

Tony Mannix | **CEO** | **Clipper Logistics**

Clipper has positioned itself as very much focused on being the specialist delivery firm for online players and for having a state of the art returns processing capability for its fashion clients that include Asos. Mannix joined the company in 2006 as MD and became CEO in 2014 and successfully saw the business through its IPO and has driven its ongoing European expansion.

Neil Ashworth | **CEO** | **Collect+**

Ashworth has been in the CEO seat at Collect+ since early 2013 and has ensured it has become a part of the delivery infrastructure of a growing number of retailers who have become increasingly reliant on Click & Collect type services. As many as 6,000 stores now act as collection and return points for goods ordered from many retailers signed up to the scheme. Ashworth is also on the board of Yodel and Nisa Retail.

Dwain McDonald | **CEO** | **DPD**

McDonald has pushed DPD hard to keep ahead of the delivery company pack through the constant adoption of technology to help customers enjoy a better last mile experience. The launch of an app to track deliveries was launched in May 2016 and has had a significant number of downloads. Recent innovations rely on geo-location technology that shows drivers when a customer has returned home thereby reducing missed deliveries. Expect McDonald to keep pressing hard.

Graham Cooke | **CEO** | **Qubit**

After a stint at Google Cooke and three colleagues left to found Qubit as a data intelligence company that was very early into recognising the value of personalisation for online retailing. As more retailers have sought to tailor their offers to customers Qubit has attracted the likes of Arcadia, Shop Direct and Farfetch as clients. Cooke's challenge will be to keep Qubit ahead of the pack of imitators.



Edwina Dunn | **CEO**

Clive Humby | **Chief Data Scientist**  
**Starcount**

Dunn and Humby created Dunnhumby, which became the pioneering customer insight engine for Tesco and overseas retailers including Kroger. Since selling the business to Tesco they have developed Starcount into the next generation of customer insight solution. It moves brands and retailers closer to their customers by using rich insight gained from their activity on social media platforms.

Jo Bertram | **Regional General Manager Northern Europe** | **Uber**

It sometimes seems that the senior roles at Uber involve more politics than business. Whatever the challenges that have faced Bertram she has handled them well and continued to move Uber forward since she joined the business in September 2013 after more than eight years in consultancy with McKinsey and Accenture. Uber's logistics business, including UberEats, has continued to progress – albeit more slowly than some people anticipated.

## 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.*





## Advisors & Recruitment specialists

### Helping Retail find what's next.

These are the most influential advisors 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 Retail.

*Listed alphabetically by their surname.*

#### **Anita Balchandani** | Head of UK retail | **OC&C Strategy Consultants**

Balchandani brings a wealth of experience to OC&C having spent time working at Asda Wal-Mart, Roland Berger and Shop Direct. She rejoined the firm as head of UK retail in June 2011 having spent two years at the business in 2006. Her focus is very much on helping clients deal with the digital transformation taking place in the sector.

#### **Andrew Banks** | International MD | **True Search**

With a rich pedigree in executive recruitment and a focus on digital and technology dating back to 2008 Banks has been bringing his experience to bear at True Search since 2014 when he joined as MD of EMEA. This expanded to international in mid-2017 with a remit to find leadership searches for internet, software and telecommunications investments of private equity firms.

#### **Clare Johnston** | Joint-CEO | **The Up Group**

In the past decade Johnston has built Up Group into a leading hub for digital expertise. From the off she has concentrated on the growing market for digital expertise in retail and other sectors. The network Johnston has built up feeds into a range of events that the group runs through the year. She previously worked at Bright Young Things.

#### **Alison Lancaster** | Interim marketing director | **House of Fraser**

Massively experienced operator Lancaster has for some years been an in-demand interim executive who is currently with House of Fraser. Previous roles have included stints at Bonmarché, McArthurGlen Group, Kiddicare, White Stuff and Charles Tyrwhitt.

#### **Paul Martin** | UK head of retail

#### **Matt Clark** | Partner **KPMG Boxwood**

As the retail sector undergoes digital transformation Martin and Clark are much in demand from managements that need some assistance in handling great change. Martin came into KPMG following the acquisition of Boxwood where he was co-lead of its retail practice after a period at Planet Retail. Clark leads the Boxwood division, which he joined in 2000.

#### **Orlando Martins** | Founder | **Oresa**

Martins founded ORESA in 2008 and has built it into an increasingly important executive search business that has a firm focus on handling senior and mid-level assignments where digital skill sets are required. He heads a team of headhunters and researchers from the firm's Northern base.



#### **Michael Ross** | Co-founder | **DynamicAction**

Working at DynamicAction Ross develops the science and mathematics that fuels its cloud-based solution for retailers including Brooks Brothers and Tesco. He also fills his time with non-executive directorships at Sainsbury's and Spreadshirt. His long digital pedigree includes founding eCommera, running Figleaves.com and a stint at McKinsey.

#### **Richard Segal** | Partner & Co-founder | **Founders Keepers**

Segal co-founded Founders Keepers in 2014 as the executive search service for Founders Forum, which is a network of successful entrepreneurs who invest in internet and technology businesses. He brings a decent breadth of experience from his previous roles that have included eight years at Inspiring Interns and five years at Lizard Partners.

#### **Christina Starkey** | Consultant

#### **Hannah Joyce** | Head of consumer internet & digital technology practice **Odgers Berndtson**

Ten years at Odgers specialising in retail has given Starkey plenty of experience recruiting into senior positions in the sector, which increasingly involve digital skill sets. She works alongside Joyce who specialises in assignments involving the internet and digital technology, which straddles various sectors including retail.





# Investors & Non-Executive Directors

## Funding & guiding Retail's digital journey

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.*

### Simon Calver | Partner | BGF Ventures

Calver is presently a partner at the £200 million ventures arm of BGF and he sits on the boards of Gousto, Moo, Network Locum, Firefly Learning, and ToucanBox. He has a long history within retail since joining Lever Brothers in 1985. Following this he eventually moved on to the roles of CEO of both LoveFilm and Mothercare. He is very widely respected in the digital community.

### Libby Gibson | Partner | Piper Private Equity

Gibson is a founding partner of Piper Private Equity – a specialist investor in consumer brands. After a stint at Fitch & Company she left in 1985 to co-found Piper. She was also strategically involved in the start-up and growth of bar brand Pitcher & Piano. Gibson is currently on the board of Weird Fish, Orlebar Brown, Hickory's and Forthglade.

### Guy Hipwell | Non-Executive Director

Hipwell has more than 20 years retail and e-commerce experience since starting out as a merchandiser for BHS in 1993. A merchandising stint at Arcadia followed until Hipwell joined Harrods as the director of home shopping for five years until 2007. He then had director roles in e-commerce at both Liberty and C&A. Since 2010 he has been co-owner of Fashion356. He is also an investor in several ventures including Grabble and Threads.com and currently also sits as chairman of Frowse.

### Richard Pennycook | Non-Executive Director

Presently chairman of Fenwicks, Pennycook is best known for his role as CEO of the Co-operative Group – between 2014 and February 2017. He is a seasoned retailer with a string of crisis-management situations under his belt, including Laura Ashley, Welcome Break and HP Bulmer. Before the Co-op, he was finance director at Morrison's where he played a key role in sorting out the aftermath of the Safeway takeover in 2004. He is also chairman of The Hut Group.

### Anders Holch Povlsen | CEO | Bestseller Group

Danish national Povlsen is CEO and sole owner of the international clothes retailer chain Bestseller Group with brands including Vero Moda and Jack&Jones. His influence in the UK comes through Bestseller being the biggest shareholder in online clothing businesses Asos and Zalando.

### Danny Rimer | Partner

### Neil Rimer | Partner

### Index Ventures

The Rimer brothers continue to play a major role in UK retail as partners of Index – the private equity business they founded in 2002. Between them they have invested in and served on multiple boards including LoveFilm, Skype, Etsy, Farfetch, Flipboard, Dubsmash and Yesty. There is no reason to suggest their influence will diminish in the near future.

### Robin Terrell | Non-Executive Director

Since leaving Tesco in 2016 as chief customer officer Terrell has been busy accumulating non-executive positions where he can spread his vast experience. Currently his directorships include Karen Millen, Wilko, William Hill, Cocoon and Amara Living

### Matt Truman | Founder | True Capital

Truman is the founding partner and CEO of True Capital - a consumer and retail specialist PE house – which he founded in 2013. Among its investments are Ribble Cycles and Tyres on the Drive. He has over 15 years' experience in investment banking working at some of the biggest names including Nomura, Lehman Brothers and JP Morgan.



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# The sectors making an impression in the Retail Movers & Shakers Report 2017



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