

RETAIL DISRUPTORS & INNOVATORS REPORT

A RETAIL INSIDER PRODUCTION IN ASSOCIATION
WITH RETAIL TECHNOLOGY SHOW



Welcome

Welcome to the **'Disruptors & Innovators in Retail Top 30'** report for 2024 from Retail Insider in partnership with Retail Technology Show.

The objective of this annual publication remains firmly on seeking out those individuals who are having an impact on the constantly changing retail landscape. There is no doubt these are difficult times with wars, inflation, the cost-of-living crisis and new ground-breaking technologies such as AI all posing challenges but this has not held back the stars in this year's report.

We have sought out opinion from across the retail industry and the sector's broader eco-system in order to identify the most progressive individuals in 2024. They might not have the biggest influence or be working in the largest organisations but we want to highlight them for their disruptive activities and for the innovations they are driving within the industry.

We like to find the rising stars in our industry who might well be below the radar, which gives us the opportunity to shine the spotlight on them and show the rest of the sector their accomplishments. This year's Top 30 again includes an incredibly broad mix of people - from traditional retailers such as Tesco, online marketplaces such as Luxe Collective, FMCG brands like Trip, and circular economy operators including By Rotation.

This mix is reflected in the Top 10 this year that includes individuals from companies such as Vinted, Sheep Included, Skin + Me, Wild Nutrition and Deliveroo. These 10 high achievers are inducted into the 'Disruptors & Innovators Hall of Fame' and join last year's maiden hall-of-famers.

It has only been possible for Retail Insider to create the Top 30 with the help of an incredibly experienced Advisory Panel who have ensured the report covers as much of the industry as possible. They have also ensured the methodology holds firm and I would like to thank each of the Panel members for their vitally important contribution.

A very big thank-you also to our partners in the production of this report, Retail Technology Show, who will undoubtedly join me in celebrating this diverse bunch of 30 retail industry stars who very firmly fit into the camp of disruptors and innovators.

Glynn Davis
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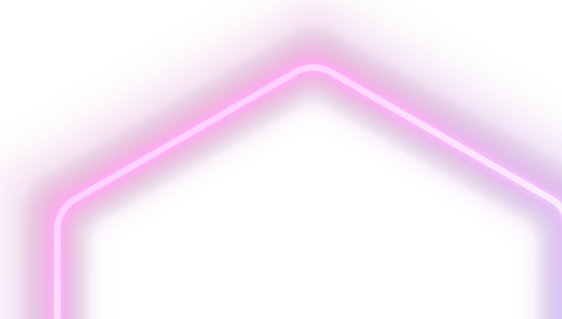
Methodology

Experts from across different disciplines within the retail industry were consulted to help draw up an initial long list of **potential constituents of the Top 30.**

These individuals included consultants, retailers, service providers and advisors whose expertise encompassed all aspects of the retail sector. In addition, a key input came from the carefully selected Advisory Panel, who were chosen on the basis of their combined knowledge and expertise covering every part of the retail industry – with a bias towards digital experience.

They also helped to reduce this long list down to a Top 30 names and from within this grouping they selected a Top 10 ‘Hall of Fame’ grouping. These Top 10 names were given to each of the Panel members to score privately on a number of important criteria – overall achievement to date, level of disruption/innovation, and potential for future achievement. By collating these scores a ranked Top 10 list was created.

The Advisory Panel did not score any individual from their own organisation.



Advisory Panel



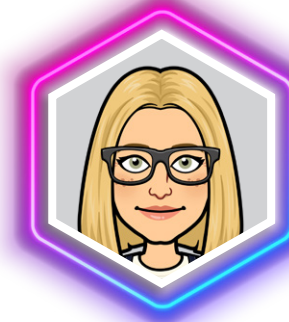
Cassandra Bergsland - Director of Omni-Channel - John Lewis & Partners

Cassandra joined John Lewis as director of omni-channel in 2020 and is responsible for leading customer experience and digital innovation including app, in-store technology and JL.com. Prior to this she was global director of e-commerce at Charlotte Tilbury and earlier spent time at YOOX Net-a-Porter running in-Season website trading and site manager at Mr Porter. She has spent her career in digital retail working on the start-up teams for Barneys.com and MrPorter.com. Cassandra enjoys the role of tech, products and innovation used to create incredible experiences for customers in all aspects of the shopping journey.



Sandrine Deveaux - Luxury Sector Advisor

Sandrine is a consumer tech & retail executive who has been at the helm of innovation in luxury fashion including most recently executive VP of innovation & luxury new retail at Farfetch, where she was responsible for leading innovative growth strategies and products with luxury brands, tech platforms and start-ups. Prior to this she was multi-channel director at Harvey Nichols and director of marketing and e-commerce at Matchesfashion.com. Sandrine also holds NED positions and is an angel investor and advisor in various consumer-tech start-ups.



Eve Henrikson - GM - Uber Eats

Eve has over 20 years' experience working in digital in a variety of industries internationally having spent time in Europe, America and Asia. For the majority of her career, she has been in e-commerce and business leadership positions in fashion, food and technology - leading smaller scale ups and large online businesses such as Tesco and Uber Eats across Europe and Africa. Eve is also a non-executive director at Lloyds Bank Corporate Markets and Sonae SPGS SA.



Advisory Panel



**Guy Hipwell - Independent Advisor/
Investor**

Guy has 30 years of experience in the retail sector and has covered just about every product category in the industry. He has been deeply involved in digital retailing since the late 90's and now advises and mentors leadership teams across all industries ranging from government level cyber security to chocolate cookies and adaptogenic drinks.



**David Walmsley - Chief digital &
Technology Officer - Pandora**

David's current role combines responsibility for digital with technology at the jewellery brand Pandora. This follows his previous position at the company as chief digital & omni-channel officer. He has amassed a serious level of experience from his time with digital responsibility at various retailers including House of Fraser, Marks & Spencer, Dixons Retail and John Lewis. David is also a Fellow at the RSA and a governor at the Fashion Retail Academy.



**Paul Hornby - Digital Customer
Experience Director - The Very Group**

Paul has 20 years of experience in the e-commerce sector, during which time he has been responsible for many areas including digital strategy, performance marketing, product management, UX, engineering, insight and analytics at both large and medium-sized online businesses. He is a member of the MACH Alliance and sits on Liverpool City Region's Digital & Creative Board.



Advisory Panel



Matt Purt

Matt has 30 years of experience in fashion, retail, and technology that led in 2019 to him co-founding LRG Online that acquired Secret Sales, Dreivip and Dress for Less. This powered the creation of a platform providing brands with the opportunity to craft global off-price retail strategies. Previously, he co-founded Anatwine that connected brands with leading retailers and global marketplaces, which was sold to Zalando in 2018.



Melissa Reed - Managing Partner, H.I. Executive Consulting (HIEC)

Melissa has over 20 years' experience in consumer, retail and digital executive search and is currently a managing partner at HIEC leading the firm's global consumer, digital & retail practice. She has worked with many leading international listed, private, and investor-backed clients on key positions including chief executive, non-executive director and chair as well as a wide range of general management, functional and regional leadership roles. Melissa also advises on CEO succession planning and leadership assessment.



Steve Robinson - Founder & CEO - Omnicommerce

Steve founded Omnicommerce in 2011 to help retailers with their strategies across channels and he works with many organisations. He brings a wealth of experience to his clients as he has held a variety of senior retail roles that have given him extensive digital skills including CEO of Achica, customer director at B&Q, CEO at M and M Direct, CEO of Tesco Direct, and finance director at Argos.



Simon Leesley - Chief Operating Officer - Too Good To Go

Simon joined the rapidly growing Too Good to Go in May 2022 as COO and it continues to expand its reach globally. He brings a digital skill-set gained from almost nine years at Stitch Fix where he progressed from director of strategy to managing director of its international operations. Prior to this he had a stint at The Boston Consulting group and a six year spell at Neiman Marcus in the US working on strategic planning.



THE TOP 10 HALL OF FAME

TOP 30 RETAIL DISRUPTORS & INNOVATORS REPORT 2024



No 1.



Adam Jay, CEO - Vinted

Jay has been in the CEO role at Vinted for two years and will look to build on the presence the company has created since its founding as an early entrant into the second-hand marketplace space. Many competitors have joined the category but Vinted still has traction with consumers of all ages. Jay joined the business having worked in various roles in the travel sector involving time at Expedia Group, Hotels.com, Travelport and Avis Budget Group.

No 2.



Olivia Ferdi, Co-Founder - Trip

With a background in the legal profession Ferdi decided in 2019 to take on the big FMCG drinks players with her CBD-infused drinks and oils brand Trip. The products are available directly online and also via subscriptions. The channels to market have been extended through listings with Bestway and within Holland & Barratt stores. Having been an associate at Allen & Overy after University and principal legal counsel at Farfetch, Ferdi decided to make the jump to creating Trip during the early stages of the pandemic.

No 3.



Horatio Carey, Founder & CEO - Skin + Me

Definitely breaking the mould is personalised skincare subscription service Skin + Me that was founded by Carey five years ago having previously worked at pioneering subscription brand Graze for six years as an engineer. An online consultation with the brand results in tailored skincare products being produced and dispatched. Carey is disrupting both the private dermatologists and the powerful health and beauty industry while also tapping into the appetite for wellbeing and wellness.

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No 4.



Tash Grossman, Co-Founder & CEO - Slip

Grossman co-founded Slip in late-2021 with a mission to create a global standard for digital receipts to enable a world-class omni-channel data strategy for retailers. As well as removing paper from the process the solution looks to leverage the data from the transactions for insights into shopper behaviour that retailers can act upon. Grossman has raised funds and built up a team to help her in this mission. Prior to embarking on the entrepreneurial journey she spent 18 months as a consultant at Gate one and two years as a technology consultant at KPMG.

No 5.



Eshita Kabra, Founder & CEO + Maruta Velsa, Senior Brand Manager - By Rotation

Kabra created By Rotation during Covid-19 as a way to give shoppers access to clothing and accessories through a rental service that also makes the items available for purchase at discounted rates. She previously worked in the financial services sector. With By Rotation's focus on social and the community Velsa has a major role to play in building the brand. She joined the business four years ago having interned on various magazines.

No 6.



Edzard Van Der Wyck, Co-Founder & CEO - Sheep Included

The plan of Van Der Wyck has been to create the first carbon-negative fashion brand and it began in early 2019 with a focus on creating a range of clothing products made from Merino wool. The journey of every garment can be traced back to its origin using Connected Dot NFC tags integrated into the hem of the products. This technology offers full transparency, allowing the wearer to unravel the tale of their garment's creation with a tap of their phone. Previously Van Der Wyck had been involved with the film industry and various sustainable fashion projects.

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No 7.



Matt Hiscock, CEO - Wild Nutrition

Extremely experienced operator Hiscock joined Wild Nutrition in August 2022 as CEO and has quickly had an impact with the natural bodycare brand recently achieving a listing in Tesco stores. He brings DTC brand-building from his role at Harry's and prior to that he was director of global marketing at Boden. His international expertise was burnished at Asos where he was senior VP of the company's US operation. He will continue to add value to the Wild brand.

No 8.



Ben Gallagher, Founder - Luxe Collective

In 2018 Gallagher co-founded Luxe Collective, which focuses on selling pre-loved clothing and fashion items on its marketplace. It is a very competitive category and the company has been building its presence - with its social media following a key part of its strategy. Since early-2023 Gallagher has taken on responsibility for handling this important side of the business that currently has over 2.2 million followers across Tik Tok, Instagram and YouTube. The company's successful appearance on Dragon's Den will have given much fuel to his endeavours.

No 9.



Hyrum Cook, Founder - Adanola

Despite successfully receiving an investment on Dragon's Den for social media booth business Zeven Media it ultimately went into liquidation. This was simply the pre-cursor for Cook to co-found fashion business Adanola, which won the 'Pureplay of the Year' award from Drapers in late-2023. The activewear brand has been successfully attracting the attention of celebrities who have adopted its lifestyle positioning. This has helped its sweat sets generate the greatest sales, with an average of 45 sweatshirts sold per hour.

No 10.

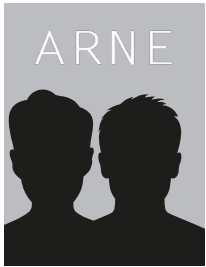


Chantelle Kennedy, Hop Retail Director - Deliveroo

The fastest growing division of Deliveroo involves groceries and Kennedy is heavily involved in its Hop delivery service that involves working with the major grocers. She joined the company in June 2021 and has quickly made a mark as she has been able to draw on her previous experience working across food and technology. This involved almost six years at Tesco where she was latterly head of online strategy and prior to that she worked as a consultant at PatelMiller and EY-Pathenon.

THE TOP 30 (11-30)

Top 11-30 (in alphabetical order by company name)



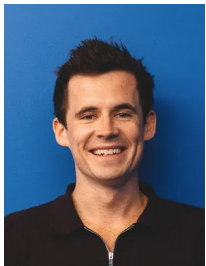
Reece Broadhurst + Ryan Broadhurst, Co-Founders – ARNE

ARNE clothing and footwear was founded in mid-2018 by the Broadhurst brothers in Wigan who have built a successful DTC brand offering products to men, women and children. The business expanded into the US in 2023 and has created plenty of buzz when opening pop-ups in Liverpool, Manchester and more recently Glasgow, with queues forming outside the stores. Its minimalistic styling has proven a popular counter to many other brands in the marketplace.



Daisy Knatchbull, Founder - The Deck

Savile Row is renowned for its men's bespoke tailoring businesses and Knatchbull set about disrupting the industry with the opening of the first women's tailoring shop on the famous street. Having founded The Deck in 2019 to cater for an under-served market she has expanded the business into the US market and recently added ready-to-wear ranges to sit alongside the bespoke operation. Prior to creating The Deck she worked at Savile Row legends Huntsman as director of communications.



Kevin Glynn, Co-Founder – Butternut Box

Under the leadership of Glynn the tailored online meal subscriptions service for dogs – that launched in 2016 – continues to grow, with sales almost doubling last year to £69.5 million thanks to international expansion. This included the acquisition of Polish fresh dogfood player PsiBufet in April 2023 to boost its European footprint. Although not yet profitable there is confidence in the model and it raised a further £280 million in September 2023. Prior to Butternut Box Glynn worked at Goldman Sachs.



Sasha Watkins, Co-Founder & Chief Scientific Officer – Field Doctor

By combining her expertise as a dietician with her background in FMCG marketing Watkins is playing a major role as a co-founder of Field Doctor that is focused on food-based nutrition, gut health, immunity, sustainability and plant based eating. This has been applied to develop curated meal plans that are dispatched frozen to customers' homes. Alongside her Field Doctor role Watkins keeps her hand in as a freelance consultant dietician, which very much follows on from her earlier roles.



Corinne Suchy, Chief Growth & Technology Officer - Charlotte Tilbury

Suchy continues to play an important role at the popular beauty brand, which she joined in late-2019 as chief digital officer. The brand has launched many tech-led initiatives over the years. This suits Suchy who joined the business with a wealth of experience having previously worked at Arcadia Group as global digital director for Topshop and Topman. Earlier roles included online exposure at Urban Outfitters, and a lengthy stint in various positions at book retailer Indigo in Canada.



David Abrahamovitch, Founder & CEO - Grind Coffee

From modest beginnings with a small café on London's Old Street roundabout in 2011 Abrahamovitch has built a valuable brand in the coffee category. He has successfully moved it beyond being simply a hospitality operation to a DTC brand offering compostable pods that compete with the big FMCG brands. Subscriptions, an in-house coffee roastery, and branded coffee accessories have all been added to the mix over the years. In 2021 Abrahamovitch raised £22 million to fund international expansion.



THE TOP 30 (11-30)



Joe Wilkinson, Founder & CEO - Heat

In early 2022 Wilkinson created curated luxury streetwear box business Heat that features in-demand brands such as Palm Angels and Off-White. Using a profile of the shopper it puts together a box of streetwear items that allows luxury brands to monetise unsold inventory via Heat's desirable drops of surprise merchandise. The platform purchases unsold inventory from over 60 luxury brand partners. The company recently raised \$5 million of funding from Antler and LVMH Ventures.



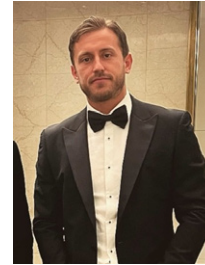
James McMaster, CEO - Huel

McMaster joined nutritional food brand Huel in late 2017 and has helped it record pre-tax profits of £4.7 million, compared with a prior loss of £10.6 million. Huel sells both directly to consumers online and through more than 11,000 stores worldwide. The company is building a factory in Buckinghamshire to help it cater to increased demand. McMaster has successfully built on his initial objectives of creating nutritionally complete, convenient, affordable food with minimal impact on animals and the environment. This led to a valuation for Huel of £440 million a year ago. He had earlier roles at Life Health Foods EU, Ella's Kitchen and Gü Puds.



Laura Youngson, Co-Founder & CEO - Ida Sports

Youngson has been on a mission to provide women with female specific football boots since co-founding Ida Sports in early 2018. She aims to produce the ultimate such boot. The design involves many differences compared to male boots and has set the company apart from the major brands such as Nike and Adidas who have very limited female options. As well as disrupting the football boot market Youngson is also an advocate for women's sport and is a co-founder of Equal Playing Field.



George Taylor, CEO - Lions Prep

Taylor founded Lions Prep in 2016 and has quickly grown it into what the company claims is the UK's leading delivered meal plan service. The fully customisable subscription boxes have garnered the company exceptional reviews under the leadership of Taylor. The company prides itself on the fresh, healthy nature of its meals, which places it in a very competitive part of the food service market and this will undoubtedly lead to continued challenges for Taylor.



Emmanuel Eribo - LØCI

Eribo moved out of a career in the financial sector to take the entrepreneurial path. Via creating a social e-commerce platform and footwear brand Butterfly Twists he founded LØCI in May 2021 as an urban-lux vegan sneaker and apparel brand for men and women. The business uses next-generation materials from recycled ocean plastic and more recently introduced bio leather. All the materials are 100% animal-free and contribute to what is very much a purpose-led business.



Aalish Yorke-Long, CEO - Neptune

Yorke-Long joined homeware retailer Neptune as CEO in late-2022 and her experience is proving a great asset for Neptune. She held important roles at her previous employers, which most recently involved a six-year period helping build the Soho Home business and also parent company Soho House group's Cowshed operation having initially joined the company as digital & operations director. Prior to this Yorke-Long had a material impact at Sweaty Betty where she held the position of head of e-commerce for more than three years.

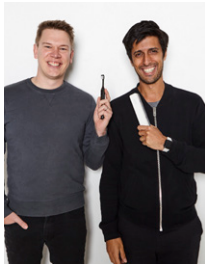


THE TOP 30 (11-30)



Alex Adamson, Chief Marketing Officer - Secret Sales

Adamson was promoted to the CMO role at Secret Sales in late-2023 following his success in the SVP of digital marketing role that he held when joining the rapidly expanding business in May 2022 where he boosted the digital marketing capabilities of the off-full-price marketplace. Previously he worked at The Hut Group where he spent almost five years, latterly as marketing director and prior to that he held a number of management roles at All Saints and Virgin Holidays.



Gyve Safavi + Mark Rushmore, Co-Founders - SURI

Wellness brand SURI was co-founded by Safavi and Rushmore in 2021 with a sustainable electric toothbrush that has been designed with a thorough rethink of the category. The DTC proposition involves a subscription service for toothbrush heads and generated sales of £10 million in 2023. Rushmore has worked in a variety of branding roles beginning with a stint at P&G where Safavi also spent some time as well as stints at various marketing agencies. The company recently raised £6 million from venture firm JamJar.



Grace Beverley, Founder & CEO - Tala

With a sizeable amount of followers on social media channels Beverley has utilised this engaged group to great effect to build up her activewear brand TALA for women that she created in 2019. Through her audience Beverley is taking on the major gym brands and also differentiating through the use of sustainable fabrics across her ranges. Running concurrently is Beverley's fitness app Shreddy that she founded in 2016 to provide no-nonsense advice for gym-goers.



Dr. Oliver Vogt, Director of Strategy & Transformation - Tesco

Within a large organisation and especially in the back-end the effects of an individual can be difficult to identify from outside. Vogt has been making an impact behind the scenes at Tesco where he has been director of strategy and transformation for the past six years. He previously held roles in fulfilment at Tesco and prior to that undertook a seven year stint at Amazon in the UK where he was latterly head of supply chain.



Tash Whitmey, Director of Loyalty, Membership and CRM - Tesco

The experienced Whitmey joined Tesco in 2018 and has been instrumental in leveraging value from the company's rich data set - including Clubcard. Her remit has more recently included working with the Tesco Media & Insight Platform that represents a huge opportunity for brands to engage with their customers at scale across onsite, offsite and in-store channels. Whitmey was previously group CEO of Havas Helia UK until 2017 where she was heavily involved in Tesco's Clubcard loyalty initiative. Prior to that she was managing partner at EHS Brann.



Chris Reynolds, CEO - ThruDark

Reynolds joined ThruDark as CEO in mid-2023 following its creation in 2018 by two former Special Forces soldiers who had tailored their clothing when serving in the army. The initial products were launched at the HQ of Bremont Watch Company where Reynolds spent four years as MD and latterly COO. The range has branched out into womenswear, with all products only available from its website. Reynolds brings broad experience to ThruDark including an ongoing senior partner role at investment firm Clark Group.

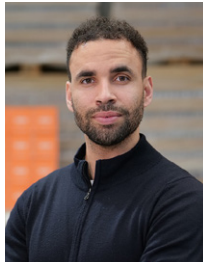


THE TOP 30 (11-30)



Shira Feuer, CMO - Trinny London

Feuer joined beauty brand Trinny London in 2019 to lead its marketing objectives with a remit that includes hitting the targets on new customer acquisition, long-term retention and particularly importantly for this brand, engagement with the community across social media channels. She works closely with founder Trinny Woodall, which has led to the brand enjoying significant traction from its differentiated position in the marketplace. Feuer previously spent a decade as a marketing advisor & consultant as well as doing stints within marketing at major brands including The Walt Disney Company and Burberry.



Thomas Hal Robson-Kanu, CEO - The Turmeric Co.

Former footballer Robson-Kanu launched the business in 2018 after using turmeric shots to help with his recovery from a career-threatening knee injury. The functional shots company The Turmeric Co. has achieved a run rate of £5 million in revenues, with the product range available on its own website and at David Lloyd fitness clubs, as well as with partners such as Everton FC, Sale Sharks and British Gymnastics. Robson-Kanu recently closed a £1 million fundraise to support global growth.





Retail Insider is a free-to-subscribe 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 offers up a cocktail of opinions and insights on the retail industry along with some leisure sector content. The regular insights are complemented by regular slots such as the 'Sustainable Retail' column.

The company also produces industry reports and hosts roundtable events for senior retail leaders.

For more information please visit retailinsider.com
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