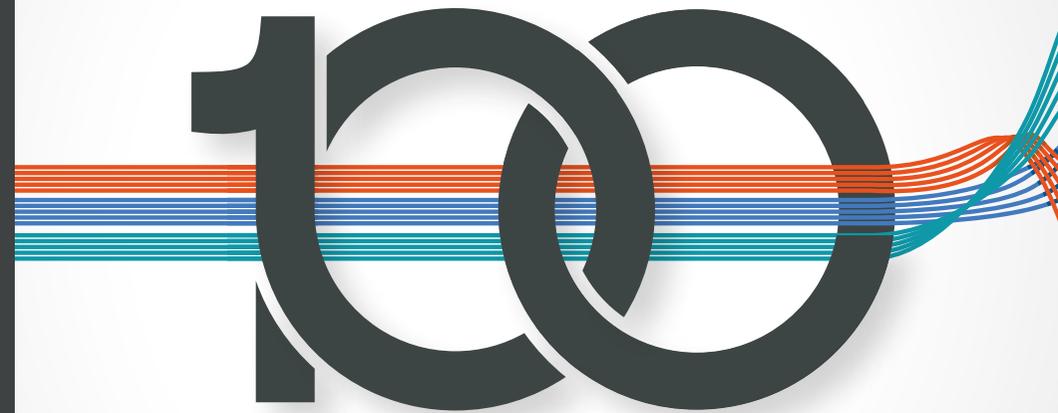


# The Top 100 Retail Movers & Shakers 2020 Report



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# Welcome

Welcome to the latest annual 'Retail Insider Movers & Shakers in Retail Top 100' report, coming to you at a time when the industry is facing great pressures. So, more than ever, this is a period when we should be keenly highlighting the achievements of those individuals overcoming difficulties and successfully bringing digital into their respective businesses.

Covid-19 and its widespread impact has undoubtedly accelerated the shift of sales from physical stores to online channels and brought about an even more pronounced focus of retailers on their digital transformation strategies.

This year's report continues with the objective of previous editions in seeking to find those individuals who are pushing these transformation strategies forward. They are setting the pace within the changing retail landscape. Covid-19 is but one more challenge they face and has been another factor that has helped determine those people who justify a place in this year's report.

Against this background there have been some major changes in this year's list as those people working at the more established retailers slip even further down the table and are replaced by individuals who are arguably creating the business models that will define the future. Hence the list is topped by the leaders of The Hut Group, Gymshark, Depop and Bloom & Wild. The only traditional retailer in the top 20 this year is Next.

To help Retail Insider create the Top 100 it has again relied on the skills of an experienced Advisory Panel who have been a vital ingredient to ensuring the report covers a sufficiently broad swathe of the industry and to also ensure the rigorous methodology we apply to its production was again maintained this year. I would like to thank each of the Panel members for their important contribution.

A very big thank-you also goes to K3 BTG for its much appreciated sponsorship of the Movers & Shakers report and its ongoing dedication to highlighting the best digitally-focused talent in the industry. These might be tough times in retail but this report shows the industry has the people who are more than capable of dealing with the challenge.



Glynn Davis | [Retailinsider.com](https://Retailinsider.com)



# 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 2020.

These individuals included consultants, technology vendors, service providers, recruitment specialists, senior retail executives, 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 were then given to each of the Panel members to score privately on a number of important criteria – achievement over the last 12 months, potential future achievement, customer engagement, digital capability, and innovative capability. By collating these scores a ranked Top 40 list was created.

As per last year the only separate grouping within the overall Top 100 list is for 'Investors / Non-executive Directors / Advisors', which we believe is an increasingly important and valued part of the retail industry.

(OTW = One To Watch)

# Top 100 Advisory Panel



**Anthony Fletcher**

## Former CEO | Graze.com

Anthony moved on from his role as CEO of Graze mid-2020 after a successful spell that began in December 2012. He previously served as UK managing director and chief marketing officer at the healthy snacks company, beginning in 2009.

He used his skills from earlier roles at Innocent Drinks to take Graze products into retail stores and into the US market. Anthony successfully led the business's sale to Unilever.



**Nick Thomas**

## Chief Digital Officer | Holland & Barrett

Nick has been in the post of chief digital officer at Holland & Barrett for the past 12 months and is an integral member of the senior management team that is driving major change at the retailer. His previous roles are steeped in digital transformation and include founding Built/ while at Travis Perkins, e-commerce & multi-channel director at The Works Stores, and founder of family business Cloggs.co.uk.



**Indira Thambiah**

## CEO | Roof Maker

Indira currently has a mix of roles that includes CEO of Roof Maker, advisor at VentureFounders and owner of a start-up wine business Silly Point Wines.

She has a strong track record in retail with previous positions including managing director of luxury bathroom retailer C P Hart, director of e-commerce at Home Retail Group, CEO of Multiyork, and VP at Zulily.



**Sarah McVittie**

## Co-founder | Dressipi

Sarah is co-founder of fashion prediction platform Dressipi that has built up a roster of leading retail clients. She has been a leading force in the tech industry for over 15 years, which began with her building her first award-winning business SMS Q&A service Texperts. This was inspired by her first job working as an analyst at investment bank UBS. Texperts was sold in 2008 in a multi-million-pound deal.

# Top 100 Advisory Panel



**Andrew Robb**

## Advisor and Investor

Andrew has 20 years' experience in consumer internet businesses and is currently an investor and advisor to multiple online operations. Until early 2020 he was COO of luxury fashion marketplace Farfetch, a position he had held for 10 years, and from which he had helped scale it to a global leader in online luxury fashion. He joined from Cocosa.com, a premium fashion private sale business, which he founded and ran as managing director. Prior to that Andrew headed up category development for eBay in Australia which he joined from Peoplesound.com.



**Melissa Reed**

## Partner of the Retail & Consumer Practice H.I. Executive Consulting

Melissa is a partner at H.I. Executive Consulting where she works with UK and global retailers building teams at board level with a focus on transformational leaders with digital and technology an increasingly important attribute. Much of her work involves helping clients steer businesses through disruptive digital change to help them achieve their strategic objectives. She was previously part of the global consumer markets practice at Korn Ferry and before that at CTPartners.



**Simon Calver**

## Former head of Ventures investment | BGF

Simon was until recently head of Investments for ventures and early stage at BGF Ventures that he helped form in 2015 as it launched a new £200 million fund. He held positions on many boards including Gousto, where he was previously chairman, as well as Global App Testing and Firefly Learning. Prior to this he was CEO of Mothercare and LoveFilm, which he joined after spending his earlier career at the likes of Dell and Unilever.



**Hannah Joyce**

## Partner | Calibre One

Hannah is a partner at digital & technology-focused executive search firm Calibre One and brings over a decade of experience focusing on digital, marketing, commercial leadership and digital transformation searches. She previously led the Internet and Digital practice for Odgers Berndtson and more recently she was part of the Global Technology & Consumer practice at Heidrick & Struggles.

# Top 100 Advisory Panel



**Tony Bryant**

## **Director of Global Business Development K3 Business Technologies**

Tony is extremely experienced in the retail and technology fields and currently holds the position of director of global business development at K3 that involves him in business transformation using IT solutions. He has worked with many big name retailers across Europe and the US. His strategic knowledge has been built up over many years as head of business development at K3 and before that he had a stint at Marks & Spencer as senior business programme manager.



**Alison Lancaster**

## **Interim Digital Marketing Strategist The Bicester Village Shopping Collection**

Alison continues in her current interim role of digital marketing strategist at The Bicester Village Shopping Collection, which follows a period as digital marketing director at Fanatics, and chief customer officer at House of Fraser. She is massively experienced in the digital and marketing areas with a career that has encompassed time at numerous retailers including Bonmarche, White Stuff, Feather & Black, Harrods, Charles Tyrwhitt, Bravissimo and John Lewis.



**Guy Hipwell**

## **Advisor and Investor**

Guy has over 25 years' worth of experience in the retail sector. An early starter in digital, he has been involved in online retailing since the late 1990's working at the likes of Harrods, Liberty and C&A.

Now very much a plural executive he works with a multitude of businesses with current roles including founding partner of The Table Partnership, co-founder of Brezilliant, non-executive chairman of Lyre's Spirit co., and non-executive director of Rocketseed.

With an additional **special thanks** to...

**Joanna Perry**

**Global Head of Marketing | Practicology**

# **Top 40** Movers And Shakers

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.

A large, stylized white number '100' is centered on the page. It is overlaid on a series of horizontal, wavy lines in shades of orange and teal. The lines are thicker in the center and taper towards the left and right edges, creating a sense of motion and depth. The background is a solid dark grey.

100

# Top 40 Movers And Shakers

01



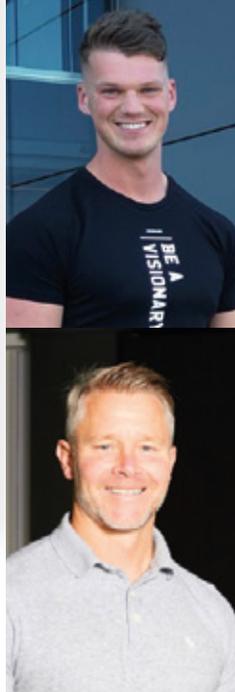
**Matthew Moulding**  
CEO | The Hut Group

The Hut Group's financial revenues continue to go up and up under the leadership of Moulding, hitting more than £1 billion for the first time in its last full-year results.

Now trading in 169 countries, Moulding's influence is seen in the ongoing pattern of constant international acquisitions partnered with high investment in its own end-to-end technology platform - THG Ingenuity.

An IPO valued the business at £5 billion.

02



**Ben Francis & Steve Hewitt**  
Founder & CEO | Gymshark

Leisurewear company Gymshark has grown significantly in recent years as its young founder Francis continues to use influencers as a marketing strategy. Revenue in 2019 increased by an impressive 71% to £176 million ensuring Francis will stay at the forefront of design and marketing at the business for the foreseeable future.

Former Reebok boss Hewitt was brought in to lead the company on a day-to-day basis and is delivering incredibly well on the game plan of Francis whose ambitions involve competing with the biggest players such as Nike. It has been given a £1 billion valuation ahead of a possible sale by Francis of 20% of the company.

03



**Luke Jensen**  
CEO | Ocado Solutions

In his three years at the helm of Ocado Solutions, Jensen has truly ignited the latent opportunity within the business.

He continues to push the business forward as major grocery companies around the globe - including Kroger, Coles and Aeon - come to recognise the importance of a white-label fulfilment solution. A major challenge will be to keep the fast moving enterprise on the tracks.

# Top 40 Movers And Shakers

04

**Tim Steiner & Paul Clarke**  
CEO & CTO | Ocado Group



Tim Steiner's recent bonus payout of £54 million shows that he is still held to be central to Ocado's fortunes by shareholders while Paul Clarke's technological prowess also continues to shine with the minority stake taken in a robotics start-up focusing on ready-meal preparation.



With two enormous customer fulfilment centres just opened in the US (and others coming on-stream around the world), the popularity of Ocado's software sees no end in sight. However, the limitations of its capacity were laid bare in the pandemic as it struggled to fulfil all the sudden demand.

05

**Maria Raga**  
CEO | Depop



Raga has been with peer-to-peer social shopping site Depop for six years having initially started out as VP of operations. It took only a year for the company to spot her leadership potential and promote her to the top job.

As well as having to focus on regular metrics Raga understands the potential power of her online community very well - there is now a strong focus on bottom-up trendsetting from users and Depop also hosts regular lunches for new joiners to meet sellers to increase the club feel of the site.

06

**Aron Gelbard & Phill Burton**  
CEO & COO | Bloom & Wild



Bloom & Wild's gamble to revolutionise flower gifting by sending them through the letterbox has paid off handsomely since its inception in 2013.



Founder Gelbard's data-led and listening approach allows the florist to harness significant customer loyalty, for example, by not sending customers who are upset by Mother's Day any of its marketing around that day. Prior to Bloom & Wild Gelbard worked at Bain & Co. Burton arrived in 2015 from Birchbox, where he learned how to manage the logistics of personalised beauty buying, and is making a significant contribution to the growing business.

# Top 40 Movers And Shakers

07

**Will Shu**  
CEO | Deliveroo

US-born Shu founded delivery company Deliveroo in 2013 and has steered it through choppy waters as it competes with some tough competitors. The CMA clearing a £442 million investment in the business from Amazon will potentially be a game-changer.

This brings Deliveroo further into the retail sector and follows it striking delivery deals with many UK grocery chains. The popular dark kitchens of Deliveroo Editions, where it prepares food for delivery, also shows Shu's great ability to flex the model.



08

**Dominik Richter & Patrick Drake**  
Co-Founders | HelloFresh

Two of the founding lights in the meal-kit industry, Richter and Drake started HelloFresh in 2011. Former Goldman Sachs banker Richter has the role of HelloFresh's CEO while former lawyer Drake has the role of head chef.

The team recently raised their financial expectations considerably for 2020 anticipating lockdown will drive a substantial increase in demand for meal delivery – possibly up by 55%.



09

**Timo Boldt**  
CEO | Gousto

Boldt founded the subscriber-led, recipe kit company Gousto eight years ago. As CEO he has overseen its expansion to include several hundred employees and revenues of £100 million in 2019.

The ex-banker will be hoping that Gousto's two great advantages of being able to personalise choice and convenience will support further growth and allow him to realise his ambition of being the 'most-loved way to eat dinner'.



# Top 40 Movers And Shakers

10

**Jose Neves, Elliot Jordan & Stephanie Phair**  
CEO, CFO & Chief strategy Officer | Farfetch



Farfetch's Holy Trinity heads up the phenomenally successful fashion group, which recently posted soaring revenues during lockdown as people turned exclusively to online shopping.



Making full use of its global logistics capabilities and geo-diversified supply network put Neves and finance man Jordan in a very strong position. Phair has only been chief customer officer for a year but with 18 million active customers across 240 territories her ongoing work is cut out.



11

**John Roberts**  
CEO | AO.com



It's been a busy year for Roberts after his return to the top job, at the company he founded two decades ago, after a brief hiatus. And his comeback seems to have been a shrewd move as half year results released at the end of 2019 revealed UK revenue up by 20%.

His presence has no doubt concentrated minds and an AO-branded mobile proposition has recently been developed ahead of time and the new AO Finance also began to offer consumers affordable payment options.

12

**Philippe Chainieux**  
CEO | Made



Chainieux is staking his Made.com hopes on the idea that furniture will eventually go the same online way of buying as fashion and that the young consumers who grew up buying clothes online will then furnish their first houses in the same way.

Sales have definitely been going well at the creative furniture retailer and meant Chainieux was sufficiently confident to take the furniture fight direct to Ikea in 2019 by launching in both Sweden and Denmark.

# Top 40 Movers And Shakers

13



**Kevin Cornils**  
MD of International | Peloton

A digital veteran, Cornils has been with the fitness company Peloton for nearly three years where he has led the international roll-out of Peloton, the US-founded start-up to several European countries including the UK.

Prioritising subscriber growth over profitability Peloton reported revenues up 77% and has subsequently enjoyed a boost from Covid-19. Despite the favourable headwinds Cornils will still need all his experience to match investors' expectations. Prior to joining Peloton he worked for 10 years as CEO of GlassesDirect.

14



**Melanie Smith**  
CEO of Retail | Ocado

Smith was drafted into Ocado as part of the £750 million tie-up between M&S and Ocado and has been in post for just over a year. At M&S she was strategy director and previously held roles as the marketing and strategy director at BUPA, and executive director, operations and integration at Talk Talk.

Ocado customers will be able to order M&S groceries from September 2020 and observers will be expecting Smith to be an experienced hand at quickly scaling up the new business.

15



**Simon Wolfson**  
CEO | Next

Wolfson followed his father's footsteps to join Next where he has been a calm presence at its helm for nearly two decades, however the pandemic has tested even his legendarily reassuring presence.

Results announced in 2020 pushed profits up to £4.4 billion and his relentless focus on numbers, logic and reason will definitely be needed to keep a cool head as the Post-Covid-19 period changes the structure of the industry. What he continues to drive is rising online sales.

# Top 40 Movers And Shakers

16

**Tania Boler**  
CEO | Elvie



CEO of femtech company Elvie, Boler has a PhD in HIV prevention and has always been passionate about women's reproductive health. She founded Elvie in 2013 and her two core products (a pelvic-floor trainer and a cordless breast pump) have certainly generated a lot of interest to date.

A pioneer in getting technology companies to focus on women's products, her previous roles include stints at ActionAid, Unesco and Marie Stopes.

17

**John Lyttle & Jo Graham**  
CEO & CIO | Boohoo.com

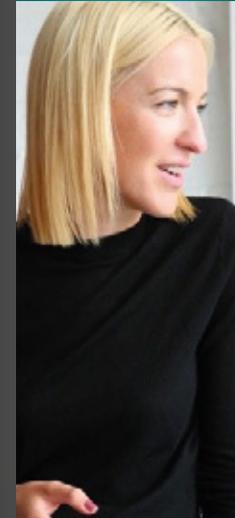


Currently embattled Boohoo has long been the poster company for fast fashion and under Lyttle's recent steering the company has bought the Warehouse, Coast and Karen Millen brands, which it hopes will keep customers coming after the first flush of youth.

Lyttle's work history includes some of the top British brands including Primark where he was COO, Matalan and Arcadia although his £50 million Boohoo bonus, if he can keep the share price rising, must be looking a bit of a stretch. Graham arrived a year ago from a senior tech role at Morrison's and has responsibility for the Nasty Gal, Boohoo.com and BoohooMan brands.

18

**Sophie Hill**  
CEO | Threads Styling (OTW)



Hill founded the chat-based, luxury clothing e-commerce business, 10 years ago and has steered it from being originally a buying service aimed at tourists arriving in London to having global ambitions.

The site now focuses on jewellery as well as clothing. Hill was a fashion buyer at Arcadia before founding Threads. With all business done through WhatsApp, Insta and other social platforms Hill is poised to ride the ever-increasing post-virus demand for contactless shopping.

# Top 40 Movers And Shakers

19

**James Davidson & Paolo Woods-Wyatt,**  
CEO & COO | Tails.com



Subscription-based petfood plan business Tails.com was founded in 2014 by James Davidson who remains the CEO despite attracting the attention of Nestle Purina Petcare who bought a majority stake in the company in 2018.



He brings strong branding skills from his eight year stint at Innocent Drinks. Woods-Wyatt joined at the end of 2019 from snack subscription firm Graze where he spent the last six years. The duo will be working extensively to make sure that Tail.com's recent expansion into six more European countries pays off.

20

**Nick Beighton & Andrea Trocino**  
CEO & Chief Product Officer  
Asos



Asos has had its ups and downs in recent years but the business has been on the up of late.



Although the share price has tended to lag behind competitors such as Boohoo, partly on the back of concerns like weaker margins, the issue of working practices and supply chains might even things up on that front if Beighton plays it well. He is ably assisted by Asos veteran Trocino who oversees digital product strategy and development that spans all digital experience platforms.

21

**Kresse Wesling**  
Co-Founder | Elvis & Kresse



Sustainable guru Wesling co-founded her fashion company, which uses decommissioned fire brigade hose and off-cut leather to make luxury wallets, bags and accessories, 16 years ago.

However, many of her long-held business beliefs chime with current thinking on community and ethical conduct standards, which makes her a name to watch in an increasingly climate-change-aware world. This year the company announced a major new project to work with Queen Mary University of London to develop metal fixtures such as buckles and zips from recycled drinks cans.

# Top 40 Movers And Shakers

22

**Alessandra Bellini**  
**Jo Hickson & Chris Poad**  
Chief Customer Officer,  
Head of Lab & MD of Online  
Tesco

Tesco's power team includes Bellini who spent a decade in the advertising industry before heading off to Unilever where she worked for 20 years rising to become a VP of North America food category.

She is joined by Hickson, head of Labs since early 2019, whose key previous role was as group head of innovation in Home Retail Group. Well respected Amazon veteran Poad makes up the trinity. During the pandemic Tesco doubled its online capacity, whether that continues post-Covid-19 is largely down to these three.



23

**Ajay Kavan**  
CEO | MatchesFashion.com

Kavan joined the innovative fashion company in February 2020 after nearly a decade at Amazon, latterly as VP Special Products, where he led the development of Amazon Fresh among many other things. Poached for his extensive e-commerce experience, Kavan will be trying to scale the MATCHESFASHION business even further so it can achieve its goal of four million shipments per year by 2020.

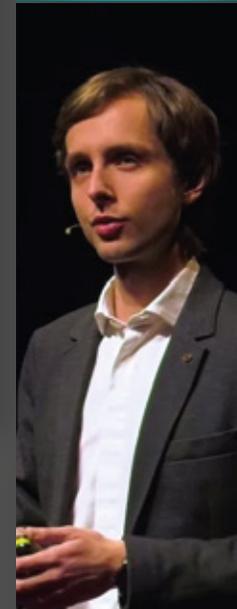


24

**Ivan Mazour**  
CEO | Ometria

Mazour is a serial entrepreneur who co-founded customer-marketing platform Ometria eight years ago to give retailers a unified view of customers, which enables them to send individually personalised messages to each one.

The company has received recent investment, which is testament to a belief in Mazour as the customer-facing front of the business. He will be integral in ensuring that the ongoing roll-out in the US continues smoothly as well as delivering further innovation to the AI-based technology that powers the platform for a current base of 200 retail clients.



# Top 40 Movers And Shakers

25

**Nick Devlin**  
CEO | Naked Wines

Devlin arrived at the digital wine seller in 2017 as marketing and new business director in the US. He became CEO in January just ahead of Naked benefiting massively from Covid-19, with a 250% rise in new customers during April and May.

Devlin will be hoping he can keep all of that new business. His background is in strategy consulting with a short stint at former Naked Wines parent company Majestic Wines before moving across to the standalone pure-digital Naked business.



26

**Tom Broughton**  
CEO | Cubitts

Cubitts is a new challenger in Britain's glasses and spectacle market having started with one shop in London in 2012. Founder Broughton has expanded the business to 10 sites offering off-the-rack glasses as well as frames that can be customised based on facial scanning and machine learning via a customer-facing customisation app.

It remains to be seen how the pandemic will affect the business but as an operator with a hand in both bricks and mortar premises and a high-tech business he seems well-placed to succeed in uncertain times. Broughton previously worked as a media consultant.



27

**Mark Morris**  
SVP of digital | Burberry (OTW)

In Burberry terms, Morris is a veteran having joined in 2011 as digital commerce finance manager.

He rose through the ranks to be appointed SVP of digital in 2018. A VIP direct texting message powered by Apple, direct shopping via Instagram, and the B-series (a monthly drop of limited edition products sold on social platforms) are among recent digital innovations that have been introduced on his watch.



# Top 40 Movers And Shakers

28

**Chris Griffin & Matthew Purt**  
Co-Founders | Lifestyle Retail Group (Secret Sales)

Griffin has spent two decades launching high profile brands into commercial markets and co-founded LRG in 2019 with ambitions to become the largest discount-only, branded product site in the market.

Other significant roles include working as director of e-commerce at SuperDry and founding Anatwine, which was sold to Zalando in 2017. Purt was also involved in Anatwine and is a fashion-focused techie who has worked at eBay and Ralph Lauren. The two took a controlling share of Secret Sales in early 2020 and moved it from a private flash sales site to a luxury fashion and homeware direct to consumer platform and digital outlet for brands.



29

**Simon Roberts & Clodagh Moriarty**  
CEO & Retail and Digital director | Sainsbury's

Roberts became CEO in early 2020 after three years as retail and operations director that gave him exposure to all parts of the business and will very much help his cause.

One of his first decisions in the hot seat was to create the role of retail and digital director for Moriarty. This is yet another that has been created especially for her and follows her two years as the first chief digital officer at Sainsbury's. With e-commerce playing an ever greater role at Sainsbury's her star looks set to rise and rise.



30

**Demetra Pinsent & Harminder Matharu**  
CEO & Director of Digital Charlotte Tilbury

Pinsent has headed up the beauty company, which features the best-selling Pillow Talk line, since its creation in 2012. This year Charlotte Tilbury's personal controlling stake was sold to the Puig family but Pinsent will still want to continue to ride the wave of popularity in personality-led make up ranges that has benefitted the company to date.

Pinsent previously spent more than a decade at McKinsey. Matharu has a background in online beauty platforms, which stands her in good stead for managing the enormous waiting lists that build up in expectation of every new Charlotte Tilbury product launch.



# Top 40 Movers And Shakers

31



**Rebecca DeNiro**  
MD GB & Ireland | Dyson

DeNiro has been at electronics firm Dyson for a decade during which time she has moved from being head of Airblade sales in the UK to heading up the whole of GB and Ireland in 2018 where the focus has been on direct to consumer channels.

Last year's results show a sharp rise in the company's revenues powered by demand for air purifiers and robot vacuum cleaners although with the main growth happening in Asia, De Niro will need to show that the UK still has a role to play.

32



**Claire Davenport**  
CEO | NotonTheHighStreet

Online gifting site NOTHS hired Davenport a year ago from after she had spent 18 months as the UK director of HelloFresh. She has also advised various private equity backed businesses over recent years.

This skill set will have made her an appealing choice to head up NOTHS, which has had its challenges in recent years. The rejuvenation of US-based Etsy will have provided confidence to Davenport to build the presence of NOTHS within the UK.

33



**Simon Mottram**  
Founder and CEO  
Rapha Racing

Rapha was founded in 2004 because Mottram could not source high quality bike clothing anywhere and he guided the company to being very much a social hub for bike riders and a cult name. His own background is in branding and marketing – a fundamental part of Rapha's success.

However, a sale to Sam Walmart's grandchildren in 2017 led to a reported loss and Mottram recently indicated that the focus on discounting will come to an end as the company also tries to get back on track with moves such as closing its cycling holiday division.

# Top 40 Movers And Shakers

34

**Mark Livingstone**  
CEO | Pharmacy2U

Livingstone started at Pharmacy2U IN 2017 with a strong background in subscription-based businesses having worked at both Lovefilm and Graze.

His focus has been on significantly raising its share of the huge NHS repeat prescription market in the UK and he seems to be having some success with the customer base helping the online pharmacy report a 41% increase in revenue this year. It is on course to open a new state-of-the-art dispensary in Leicester that will be almost completely automated and capable of dispensing up to 6.5 million prescription items per month.



35

**Angus Thirlwel**  
CEO | Hotel Chocolat

Thirlwell has headed up the vertically-integrated hotel and chocolate company since its inception and with revenue in 2019 up another £11 million to £91 million the business looks to be in very safe hands.

Hotel Chocolat is another company to have benefited from a slick online presence and effective fulfilment during lockdown with stock diverted from closed stores to warehouses to cover massively increased demand. Thirlwell's hands-on management style continues to prove an innovative steer to the brand



36

**Kenny Wilson**  
CEO | Dr. Martens

Wilson arrived at the iconic boot makers two years ago having previously been CEO at Cath Kidston for seven years. His strong focus on direct to consumer sales is paying dividends with revenues in 2019 up significantly and multiple stores added to the estate across Europe.

Rumours of a possible sale to the venture capital firm Carlyle Group for £300 million surfaced just before Covid-19 struck and is evidence of the strong turnaround Wilson has delivered.



# Top 40 Movers And Shakers

37

**Tony Buffin & Nick Thomas**  
CEO & CDO  
Holland & Barrett



Buffin is part of a new team at H&B that have been brought in to rejuvenate the veteran health foods and vitamin retailer and put digital at the heart of the organisation.

He arrived in early 2019 and in addition to launching a transactional mobile app and developing a new PoS system and website, he joined forces with Deliveroo to provide healthful benefits direct to the consumer through Covid-19. He recruited the very able Nick Thomas, who formerly founded innovative building supplier Built, who brings in great digital know-how to H&B.



38

**Dave Potts & Andy Atkinson**  
Group Marketing & Customer Director  
Morrison's



A Tesco lifer until 2015 Dave Potts's influence on the supermarket got off to a solid start with three years of revenue growth.

He has overseen Morrison's robust response to the pandemic, which included opening all of its cafes for takeaways, creating a range of ready-made essential food boxes for people finding it difficult to place online orders, and the introduction of speedy shopping queues for shoppers doing small shops. Helping push out the messaging and delivering the customer proposition is Atkinson who joined Morrison's nine years ago.



39

**Simon Gregg**  
VP of Online Grocery Home Shopping | Asda



Gregg has worked at Asda for four years in his role heading up the grocery home shopping and e-commerce channel that has enjoyed significant growth under his leadership – with sales reaching £3 billion.

He has ownership of the digital strategy that involves maximising customer lifetime value across both digital and physical channels. This included a trial with Uber Eats for grocery deliveries that will have been watched carefully by other operators. He previously spent three decades at rival Tesco.

# Top 40 Movers And Shakers

40



**James Bailey**  
MD | Waitrose (OTW)

Long-term Sainsbury's director Bailey joined the upmarket grocery chain this year after a restructuring over the past 12 months left Waitrose without a boss.

He spent 18 years at the rival supermarket chain rising to become its grocery buying director. Profits at Waitrose held up well in the last full-year figures but Bailey will need all his buying nous as the post-Covid-19 period shapes food retail.

# **A-Z** The Recognised Retailers

Chosen from our long list and deservedly included in the Top 100 Movers & Shakers, these individuals have been recognised for innovation, performance over the last 12 months, potential future performance, customer engagement, future business leader potential, and multi-channel strategy.

The following names are listed in alphabetical order by company name.



100

# A-Z The Recognised Retailers

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**Sandeep  
Verma**

## **MD of Europe | Allbirds (OTW)**

Allbirds is on a mission to deliver well designed and stylish products that are wholly sustainable and Verma is heading up the US company's operations in Europe. He joined the business in late 2018 after a six-year period as CEO of Liz Earle Beauty Co, and short spells at other branded operations. Indicative of the brand's increasing traction is the wearing of its new carbon neutral sneakers by Barack Obama.

**Jonathan  
Petrides**

## **Founder & CEO | Allplants**

Petrides heads up Allplants – a food delivery company specialising in plant-based cuisine that he founded in 2016. The company is perfectly placed to ride the wave of post-Covid-19 healthy eating and also ticks all the sustainable boxes to do with climate change and better use of land. In addition, demand for its meal boxes went off the scale during lockdown and the company under Petrides is continually developing the range with recent additions including Treats, Breakfast and a new Pizza range.

**Ross  
Bailey**

## **Founder & CEO | Appear Here**

Bailey founded his Airbnb for retail concept in 2013 but it continues to weather the highs and lows of the UK high street incredibly well. Appear Here is perfectly placed to ride the current wave of neighbourhood-focused shops as well as bringing brands into direct contact with consumers and taking advantage of empty units and lower rentals. This helped it enjoy 150% growth week-on-week at the beginning of July. Despite his young age Bailey is a retail veteran having opened his first pop-up shop at 16.

**Kevin Glynn  
&  
Dave Nolan**

## **Co-Founders | Butternut Box**

Butternut Box is pitched in the ever-expanding pet personalisation market. It offers freshly made dog meals that are then frozen and specifically prepared with individual dog's requirements and delivered in subscription boxes. Glynn started the company in 2016 with co-founder Dave Nolan and it now has 59 employees and delivered eight million dog meals in 2019. Investment on expected exponential growth has been swift to follow - most recently in early 2020 from investment fund L. Catterton. Both Glynn and Nolan were bankers at Goldman Sachs.

# A-Z The Recognised Retailers

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**Alex  
Chesterman**

## **Founder & CEO | Cazoo**

Financing and buying used cars online and having them delivered to your door within 72 hours is a novel concept that Chesterman began in 2018 and which now includes itself among the unicorns (companies with valuations over \$1 billion). Investors clearly still love his idea as he raised another £100 million of funding earlier in 2020. Cazoo has continued its expansion by acquiring Imperial Car Supermarkets in order to use its 18 retail sites across the UK to increase its number of storage, distribution and collection hubs. Chesterman is a serial entrepreneur and disruptor having also founded LoveFilm and Zoopla.

**Jo Whitfield  
&  
Chris Conway**

## **CEO & Head of Digital | Co-operative Food**

Whitfield was appointed head of food in 2017 after a brief period as finance director of the division. Prior to this she held a variety of positions at Asda. Her experience has enabled her to initiate positive change at Co-op including introducing delivery via electric bikes and a partnership with Deliveroo. Helping develop this side of the business is Conway who joined Co-op in 2018 with the remit of building an e-commerce arm. This arm of the business has done particularly well on the back of Covid-19.

**Steve Murrells  
&  
Matt Atkinson**

## **CEO & Chief Customer Officer | The Co-operative Group**

Murrells became CEO of Co-op Group in 2017 after a successful stint running its food business. He has made his presence felt with the acquisition of Nisa Retail and pushing the group's ethical and sustainable message that has resonated strongly with customers. Helping Murrells with this stance is Atkinson who joined the business in 2017 initially as chief membership officer, which has become chief customer officer as he leads a diverse team within areas including digital product and customer facing technology, marketing, and corporate affairs.

**Alex Baldock  
&  
Ed Connolly**

## **CEO & Chief Commercial Officer | Dixons Carphone**

Dixons Carphone continues to change under the leadership of Baldock who most recently announced a batch of job losses, which followed the closure of the 500-plus Carphone Warehouse stores. He is adapting to more sales moving online, which he is well equipped to handle having previously run Shop Direct Group. Helping bring about this change is new recruit Connolly who previously spent 15 years at John Lewis, latterly as director of its Ventures division.

# A-Z The Recognised Retailers

**Leonie Foster**

## **Chief Customer & Digital Officer | Dunelm (OTW)**

It's now five years since Foster joined the home furnishings company Dunelm from Tesco where she had worked as insight director. She has certainly brought her insights to bear at Dunelm where she is responsible for all store development and multi-channel transformation. So far so good – a new digital platform contributed to strong recent financial results with sales up by 5% in the second quarter and online sales accelerating due to Covid-19.

**Rob Hattrell**

## **VP of UK | eBay**

eBay needs no introduction and Hattrell has been the UK VP for over three years. He was quick to support his community of sellers during Covid-19 and led the move to defer eBay fees for sellers in the immediate aftermath of the lockdown. He is now in charge of a far larger selling community – 50,000 new users joined in April alone as consumer demand shifted online. He arrived at eBay after a decade at Accenture and several years at Tesco.

**Duncan Grant  
&  
Phil Geary**

## **Director of Strategy & CMO | The Entertainer**

An economics graduate Grant worked at KPMG before joining the family business The Entertainer where he has worked for a decade and a half. He has divided his time between director of multi-channel and now director of strategy and has succeeded in raising the profile and the revenues of The Entertainer in both areas. A key member of the team is Geary who has been at the toy retailer for six years during which time the company has often bucked the downward trend for toys to book strong growth.

**Annette Picardo**

## **UK MD | Etsy (OTW)**

Picardo joined handmade and vintage e-commerce business Etsy in 2015 and has been its MD in the UK for most of that period. The company has had its challenges but in the US it has enjoyed something of a renaissance under new senior management and the growing move by consumers away from ubiquitous brands. Picardo certainly has the pedigree to replicate this in the UK having previously spent almost four years at NotOnTheHighStreet. She is certainly one to watch.

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# A-Z The Recognised Retailers

**Sarah  
Miles**

## **CEO | Feelunique (OTW)**

Miles brings five years of work experience at Amazon to her role as CEO of Feelunique, which she took up in late-2019. Prior to this she spent 12 years at drinks company Diageo. The plan is for her to utilise her international, brand and digital skills gained from these roles and develop the Feelunique business that has carved out a position as Europe's leading online premium beauty retailer. She is one to observe as the potential for growth in this space is significant.

**Zia  
Zareem-Slade**

## **Customer Experience Director | Fortnum & Mason**

As customer experience director Zareem-Slade made a major contribution to the historic Piccadilly-based department store enjoying an extremely healthy 26% rise in yearly profits at the end of 2019, the third year of good growth. It followed a year of strenuous activity including refurbishments, a new store at the Royal Exchange and expansion into Asia for the first time with the opening of a Hong Kong store. Zareem-Slade cut her online teeth at Selfridges but has now been at F&M for seven years and her experience will be vital as it tackles the impact of Covid-19.

**Ted  
Bell**

## **CEO | Freddie's Flowers**

Bell has a background in online retail and has been at the flower delivery company for over five years, which he joined after a significant time spent at Abel & Cole where he was the managing director. Freddie's Flowers is effectively Abel & Cole for flowers - sending weekly bouquets direct from growers to subscribers - a market Bell knows very well. With his expertise it manages to keep prices low due to reduced waste levels, as boxes are made to order, with the majority of stock in the summer months coming from the UK.

**Hugo  
Adams**

## **CEO | Frugi**

Adams created the ethical and organic children's clothing brand two years ago and it has found a growing market for its products among a customer base that cares about the environment. This demand has continued through Covid-19 during which time it has grown sales and its contribution to charity - to which it donates 1% of turnover. Frugi has received investment from True that has helped it make a couple of small scale acquisitions TotsBots and Bloom & Nora.

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# A-Z The Recognised Retailers

**Gemma Bellman**

## **Director of Europe | Glossier (OTW)**

US-based beauty brand Glossier with its catchphrase of 'Skin first, make up second' snaffled Bellman up in early 2019. The beauty industry veteran was brought in for her experience in growing brands as Glossier sought to expand across Europe having already made moves into several other new territories. A pop-up in London was scheduled to remain open until the end of 2020 after phenomenal demand, however since Covid-19. Glossier has announced the loss of all retail jobs leaving Bellman with her work cut out. She has spent the last decade working for companies like FeelUnique and Feel The Gloss as well as founding BeautySpotter.

**David Devany**

## **Group Chief Customer & Digital Officer | Iceland**

Online sales have been boosted by Covid-19, which has placed further importance on the digital proposition at Iceland that is headed up by Devany who joined the business in 2016 as head of online after periods at Claire's and JJB Sports. His remit was expanded in early 2020 to include chief customer officer that gives him a major responsibility at the company to deliver its offer over multiple touchpoints.

**Peter Jelkeby**

## **Country manager UK&I | IKEA (OTW)**

The very experienced Jelkeby took on the role of heading up the UK & Ireland division of IKEA in early 2019 having had a variety of recent retail roles (including CEO of Clas Ohlson) as well as a near-20-year stint at IKEA earlier in his career. The new role comes at a time when IKEA is undertaking great change in the UK including managing the shift to online, opening smaller in-town stores, and seeking to initiate a more circular model to the organisation that will see raw materials reused and goods resold. He is one to watch as he brings about such change.

**Peter Cowgill  
&  
Dan Finlay**

## **Executive Chairman & Group Multi-channel Director | JD Sports**

Cowgill continues to be the powerhouse behind the ongoing success of JD Sports. He has been particularly busy in early 2020 as he undertook a pre-pack administration on subsidiary Go Outdoors and continues to battle with the CMA over the blocking of the acquisition of Footasylum. He is ably assisted by long-standing multi-channel director Finlay who handles cross-channel activity.

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# A-Z The Recognised Retailers

**Nick Jones**

## **CEO | Joules**

Jones came onboard fashion brand Joules in late-2019 after leaving Asda where he had run its George clothing brand since 2011. Prior to that he spent 15 years at M&S where he had latterly held a director position. Joules will be a steadying force during the current tough times that will involve him balancing the stores and wholesale business with significantly increased online sales, which the company has managed to do very well in the past.

**Sharon White  
&  
Pippa Wicks**

## **Chairman & Executive Director (OTW) | John Lewis**

White has certainly had a torrid time of it since taking the helm at the John Lewis business in 2019. Following on from her immediate move away from the strategy of her predecessor she has had to deal with Covid-19. This combination has led to planned redundancies and store closures as well as the need to address the accelerated shift to online shopping. Thankfully she is very well experienced and has the assistance of retail veteran Wicks who joined the business in mid-2020 to run the department stores.

**Harriet Williams**

## **VP of Global E-commerce | Lego**

Williams took on the role of global lead for Lego's direct-to-consumer business in February 2019 where she has a focus on nurturing relationships with Lego's best customers and elevating the brand's online customer experience. She brings extensive experience of online commerce to her present position from previous roles including chief digital officer at The Body Shop, group multi-channel director at Labelux and head of digital at Debenhams.

**Richard Hurren**

## **MD of North Europe | Levi's**

Hurren has spent almost 15 years at the clothing retailer starting out as a sales director and rising to become VP North Europe – a post he has occupied for the last six years. At Levi's he is responsible for the company's business in the UK, Ireland and Nordic markets across all channels – physical retail, digital and wholesale. Under his watch the direct to consumer market in Europe is doing very well and online sales are also increasing – up by 35% in May. Hurren started out in sales at Next before a brief stint at Adidas.

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# A-Z The Recognised Retailers

**Charlie  
Marshall**

## **Founder | Loaf**

Founded in 2008 by Marshall, Loaf has found itself among the fastest growing furniture brands over recent years as it also builds profits. Having recently recruited a new CFO to oversee finance, IT and compliance Marshall has both recognised he knows where his strengths lie and that ambitious growth plans are being put in place that will see sales and profits double over the next five years.

**Chris  
Morton**

## **CEO | Lyst**

Morton founded Lyst in 2010 and it has become the leading fashion search engine that enables 75 million people globally to find the fashion they are looking for. The growth has come at a cost as losses increased when numbers were released at the end of 2019 and the venture capital backers who have committed across multiple rounds will have to continue to sit tight. Morton's expertise in the field led to him taking on a board role at Depop in 2018.

**Katie  
Bickerstaffe  
&  
Jeremy Pee**

## **Chief Strategy and Transformation Director (OTW) & Chief Digital and Data Officer | Marks & Spencer**

Having joined M&S as a non-executive director in 2018 Bickerstaffe has more recently taken on the role of handling the transformation of the business that is ongoing under the chairmanship of Archie Norman. She brings 10 years of experience as UK&I CEO at Dixons Carphone. Integral to the transformation is Pee who joined from Loblaw in Canada to head up the crucial digital capability within M&S. This includes customer experience, loyalty, digital products and innovation.

**Myles Hopper  
&  
Giles Humphries**

## **Co-founders | Mindful Chef**

Hopper and Humphries founded Mindful Chef in 2015 to supply customers with healthy recipe boxes that are delivered to their homes. The focus on provenance and healthy diets combined with the move by shoppers to delivered food as a result of Covid-19 has placed them in a strong position to grow the business. Hopper's background is as a personal trainer while Humphries previously held a number of marketing positions. The business is currently fundraising as it pushes into the retail channel – initially via Ocado.

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# A-Z The Recognised Retailers

**Nitin Passi**

## **Founder & CEO | Missguided**

Missguided has been a much quieter player on the fashion scene of late having retreated from its experiment into opening physical stores and suffering a plethora of senior level appointments. Passi has clearly fully taken the reins again as the focus moves back onto purely online sales and navigating the supply chain issues that swirl around the industry. He has also been innovating and the recent deal to use InPost Lockers for the collection of orders shows his intent.

**Nickyl Raithatha**

## **CEO | Moonpig (OTW)**

Raithatha joined Moonpig mid-2018 armed with a bag full of experience of tech and start-ups and quickly made a difference with the company enjoying 82% growth in the year to June 2019 that pushed sales to £100 million for the first time as the demand for personalised cards increased. Raithatha has also overseen Moonpig split from parent company Photobox into an autonomous business alongside Dutch sister firm Greetz. He is certainly one to watch as he powers the online-only player to greater things.

**Stephen Johnson**

## **Group CEO | N Brown Group**

Johnson has had a varied career spanning banking and retail but in 2016 he arrived from Shop Direct Group to take up the position of CEO of financial services at catalogue retailer N Brown. In 2019 he was elevated to group CEO with his leadership concentrated on delivering a turnaround including an online push. Q3 results showed a promising level of digital growth and Johnson will now turn his post-Covid-19 attention to creating a tighter brand portfolio, a sharper focus on product, and a reduced cost base where his banking experience will undoubtedly stand him in good stead.

**David Walmsley**

## **Chief Digital & Omni-channel Officer | Pandora (OTW)**

Walmsley is bringing his extensive expertise to bear at Pandora where he is tasked with building up the company's digital capabilities. Helping this is its new digital hub in Copenhagen that is overseen by Walmsley that will help it build out the vision. Covid-19 has certainly given a boost to Pandora's online business with sales up 176% for the most recent quarter. Walmsley was previously at House of Fraser but is better known for his five years at Marks & Spencer where he was global digital director.

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# A-Z The Recognised Retailers

**Freddie  
Blackett**

## **Founder & CEO | Patch**

Former brand consultant Blackett has brought gardening to the homes of busy young professionals with small flats and no gardening knowledge but who nevertheless recognise the mental health benefits of greenery. Another company that could have been designed for a lockdown, the online retailer has hoovered up orders from those stuck indoors without access to large gardens. Operating on a just-in-time delivery model ensures the plants are fresh from the growers and Blackett is using personal experience to develop 'plant parenting' courses while also offering 'plant rescue' teams.

**Christos  
Angelidos  
&  
Sally-Anne  
Newson**

## **CEO & CDO | Reiss**

A veteran of Next for 30 years, Angelides arrived at upmarket clothing company Reiss in 2017 where his enormous retail experience was in demand to lead the company's aspirations to become a global brand. His effect has certainly been felt – in the latest results he announced the opening of 67 new stores including the expected big global expansion into the US, Asia and Europe and a hike in sales of 22% up to £227 million. Tempering this with Covid-19's impact will undoubtedly keep him busy.

**Will  
Kernan**

## **CEO | River Island (OTW)**

When Kernan took on the CEO role at River Island in September 2019 he probably did not predict the possibility of the company undertaking a CVA, on the back of Covid-19. Although the challenge he faces is clearly much bigger than when he took on the job, he has the skill-set to deal with the situation. Apart from a two-year stint as CEO at Wiggle he has had a career steeped in fashion and homewares retail, working at The White Company and most notably at New Look where he spent 13 years across a variety of senior roles.

**Sean  
McKee**

## **Director of E-commerce and Customer Services | Schuh**

McKee has been an instrumental figure at Schuh for the past two decades having joined the company in 2000 as a regional manager. His tech skills led to him taking responsibility for e-commerce in 2010 and broader customer experience in 2016. He has built up a team around him to push the quality of the experience across channels and utilise cost-efficient technology solutions to deliver a seamless journey for shoppers.

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# A-Z The Recognised Retailers

**John  
Mewett**

## **CEO | Screwfix**

Long regarded as the golden child of Kingfisher Group the Screwfix business has been run for the past two years by Mewett who has kept the momentum going. The division has continued to grow its online sales while also expanding its physical store base, thereby benefiting from the growing appeal of click & collect. Mewett joined the business in 2008 and moved upwards from being digital director for the whole Kingfisher Group to CEO of Screwfix in 2018. Prior to joining Kingfisher he spent almost two decades working at the Dixons Carphone group.

**Paul  
Hayes**

## **CEO | Seasalt**

Seasalt is in the midst of a digital overhaul that will see e-commerce play an increasingly important part although the group's 70 stores will still play a vital role. Navigating through this sea of change is Hayes who joined the family-owned business in 2013 after a near-seven-year stint as general manager for Northern Europe at Timberland. His ability to bring about change while also retaining Seasalt's relevance to its local area will be vitally important.

**Anne  
Pitcher**

## **Group MD | Selfridges**

Pitcher ranks high among female leaders in retail. She only took the reins at Selfridges earlier this year but has been at the iconic Oxford Street-based retailer since 2011 after a career spent in high-end retailers such as Harrods. Pitcher has already made the difficult decision to cut 450 jobs at the department store and knows Covid-19 will hit big shops very hard. However, her proven acumen will stand her in good stead for what she calls the necessary 'reinvention of retail' involving less stores and more digital sales in the years ahead.

**Emma  
Watkinson**

## **CEO & Co-founder | SilkFred.com (OTW)**

SilkFred was founded in 2011 and has grown sales on the back of increasing demand for the unique products from independent fashion designers that it hosts on its marketplace platform. The company has adapted well to Covid-19 with initiatives like providing designers with cameras to take their own photos of products to upload onto the site. Watkinson draws on a pedigree of fashion having worked at MyWardrobe.com and at fashion brand Alta Moda, and is one to watch.

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**Ali Hall  
&  
Julie Lavington**

## **Co-CEO & co-CEO | Sosander (OTW)**

Online fashion business Sosander is enjoying impressive sales growth this year as it continued to attract new customers – despite reduced marketing spend. Future growth will come from recent deals to sell its products through John Lewis and Next. Hall and Lavington spent 20 years working in fashion magazines prior to founding Sosander and are undoubtedly making this industry knowledge pay as they continue to take market share from rivals in the sector.

**Simon  
Leesley**

## **MD UK | Stitch Fix**

Leesley decamped to the UK two years ago to set up the British arm of the US-based operator that delivers boxes of clothing to customers' homes based on selections determined by a team of personal stylists along with a growing set of data metrics on the individual. It's been a tough market with growing competition but Leesley brings plenty of experience from his five years with Stitch Fix in the US and over six years at Neiman Marcus.

**Charlie  
Pool**

## **CEO | Stowga**

Pool was a pioneer in the on-demand warehousing space with his marketplace Stowga that he created in 2016 to enable retailers and brand owners to take space by the pallet within warehouses around the country. Having amassed a roster of well-known clients including Walmart, Coca Cola and Nike the flexibility of the model has been proven but the property industry is a slow moving beast so challenges remain with building revenues. With his previous experience within property and tech Pool is well placed to realise the vision.

**Kieran  
O'Neill**

## **CEO & Co-founder | Thread (OTW)**

Thread is described as helping people dress well by combining the skills of stylists with AI algorithms to recommend clothes to customers and is the creation of O'Neill who founded the business in 2012 and was initially part of the influential Y Combinator program in the US. Thread is certainly in a competitive market but O'Neill has great credibility and start-up experience having created multiple tech-based businesses.

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**Alex  
Loizou**

## **Co-founder & CEO | Trouva (OTW)**

Co-founder Loizou moved over from the CTO position at Trouva to head up the overall business in November 2019 at the same time as the company raised \$22 million. This funding validated the company's model of hosting a very much curated offer of independent boutiques (who only typically trade from physical stores) on its platform. The plan has been to venture overseas having initially enjoyed success in Berlin. Much is anticipated from Loizou.

**Hal  
Watts**

## **Co-founder & CEO | Unmade**

Watts set up his customised knitwear site in 2015 and remains its CEO today. His background in design engineering put him in a good place to splice the technology for programming machinery with the trend towards personalisation. Sportswear brands especially have leapt at the 'fashion on demand' opportunities of Unmade and partnerships with companies such as New Balance and Rapha have increased the company's profile. Maersk Growth and Octopus Ventures are just two investors who have recently put funds into the business.

**Henry Birch  
&  
Andy Burton**

## **CEO & CTO | The Very Group**

Since joining the business in May 2018 Birch has had to deal with a succession of departures of senior people following a failure by its owners to sell the business. To underline the changes he is implementing Birch changed the business's name from Shop Direct Group to The Very Group at the start of 2020. He is also actively looking to recruit more tech expertise. Among those he has attracted is Burton who heads up the technology team and like Birch comes from the online gaming industry.

**Jo  
Jenkins**

## **CEO | White Stuff**

Jenkins has headed the upmarket homewares and clothing retailer for two-and-a-half years having joined after a long stint at Marks & Spencer where she was director of clothing and beauty. Until Covid-19 struck White Stuff was headed on an expansion plan across Europe but Jenkins will now need all her retail nous to continue on this path in the coming months – a batch of redundancies have already been announced, although this was part of a broader transformation plan she is undertaking at the company.

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**Ross  
Clemmow**

## **CEO | Wiggle**

Wiggle has had a tough time over recent years and its most recent full-year figures showed a loss – on improved sales but a write-down on the value of assets. The extremely experienced Clemmow was drafted-in in early 2019 as CEO of the online-only bike retailer while also holding the MD role at Wiggle's owner Bridgepoint, which indicates the close eye now being kept on the operation. Clemmow has previously worked at Debenhams and Argos and is a non-executive director of London City Airport.

**Freddy  
Ward**

## **Co-founder | Wild Cosmetics**

Fresh from leaving his post as marketing director at Hello Fresh, Ward (and co-founder Charlie Bowes-Lyon) spent a year nurturing the idea of making the UK bathroom a more sustainable place. Wild delivers boxes of single-use and plastic-free, vegan and cruelty-free natural deodorants that the user refills into the container provided. The company also provides subscription boxes of its products. It's very early days for Ward's creation but with growing awareness investors will be watching keenly to see if he can scale the business.

**Federico  
Marchetti  
&  
Alison Loehnis**

## **CEO & Chairman & President | YNAP Group**

After more than 20 years at the very top of the company, Yoox founder Federico Marchetti has announced that he is leaving the CEO role at YNAP in 2021 although he will remain as chairman. His emerging talent platform, Vanguard, and his obsession with AI-powered tools meant he was always able to push YNAP to the forefront of what was possible with technology. In this he has been ably assisted since 2007 by Loehnis whose remit includes directorship of in-season multi-brand online stores, NET-A-PORTER, and MR PORTER, as well as the media and publishing division.

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# Investors & Non-executive Directors

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.

The following names have been listed alphabetically by surname.



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# Investors & Non-executive Directors

## Frederic Court

### Founder | Felix Capital

With significant experience in the technology industry as both entrepreneur and venture capital investor Court set up Felix Capital in 2015 and has funded some impressive players within the retail space including present portfolio companies Peloton, Highsnobiety, Annie Bing, Deliveroo and Goop. He was also the first investor in Farfetch and sat on the board for nine years to 2019.

## Mark Evans

### Founding Partner | Kindred

Evans is a founding partner at seed investor Kindred having been a start-up investor for the past 15 years – including both in a personal capacity and also at Balderton Capital where he was a Partner. Prior to this he ran a start-up in San Francisco, which received funding from Balderton, and was a partner at Goldman Sachs. He has been involved with many start-ups including Depop, Gousto, Appear Here and Paddle.

## Susanne Given

### Non-Executive Director

Given brings lots of experience to the table from her career in retail that began in the mid-90s at House of Fraser. This is being utilised at her present positions that include non-executive chairman of both Made.com and Outfittery along with non-executive director roles at Morrison's and Al Tayer Group.

# Investors & Non-executive Directors

**Jon  
Kamaluddin**

## **Non-Executive & Advisor**

Having gained great experience from a near-decade stint at Asos during its early growth years Kamaluddin has hit it out the park with some of the businesses he's since been associated. He has been an advisor to Farfetch for the past six years and is also chairman of fast growing Klarna for a similar period during which time both companies have had IPOs. Kamaluddin is also an advisor to Felix Capital and a board member of The Secret Linen Company.

**Brian  
McBride**

## **Non-Executive & Investor**

Former Amazon UK MD and Asos chairman, McBride is presently chairman of Trainline as well as holding a non-executive director roles at Wiggle and Swedish business Kinnevik AB that has investments in digital businesses including Zalando. He is also a senior adviser to Lazard World Trust's UK Financial Advisory Business and to Scottish Equity Partners.

**Danny  
Rimer**

## **Partner | Index Ventures**

Incredibly influential technology investor at Index where Rimer is a partner and is based in its London office. He has backed a multitude of successful start-ups and is currently involved with a batch of retail-focused firms and holds board positions at Farfetch and End, and is a board observer at Glossier among a plethora of other roles.

# Investors & Non-executive Directors

**Stuart  
Rose**

## **Non-Executive & Investor**

It might be some years since Rose was a colossus on the retail scene fighting off the unwanted advances of Philip Green when at Marks & Spencer but he still wields plenty of influence as he calls on incredible experience from his career in retail. He is currently chairman of Ocado, Fat Face and Dressipi, non-executive director of Time Out Group and advisor to Bridgepoint among other roles.

**Matt Truman  
&  
Paul Cocker**

## **Co-founders | True Capital**

True Capital has built up an impressive portfolio of investments in start-ups and established businesses within the retail and consumer fields under the stewardship of co-founders Truman and Cocker. Its current investments include City Pantry, Ribble, Frugi, Tyres on the Drive and Love Crafts.

**Peter  
Williams**

## **Non-Executive Director**

Following a successful career in executive positions at various retailers Williams cut his non-executive teeth at fast-growing Asos and Boohoo in their early days. This massively valuable spread of experience is now being put to good use at Superdry where he is chairman as well as at Domino's, U+I, Mister Spex, Sophia Webster, and Bright Futures UK.



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These regular insights are complemented by a range of columnists, regular slots such as Q&As with leading retailers, and the 'Innovative Retailers' series. Retail Insider also produces the annual 'Digital Retail Innovations' report and holds the annual 'Transforming Retail Awards'.

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**The Top 100**  
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