



Mary Byrne

AREA MANAGER/ LUXURY RE-TAIL MANAGEMENT

📍 West End, London, UK

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Languages

English (Native)

French (Work Proficiency)

Italian (Basic)

About

Strategically minded, commercially savvy, and focused on both client and employee satisfaction, a professional with a proven track record in the luxury retail and healthcare sectors. As a proactive, intuitive, and holistic leader, experience in creating, refining, and implementing strategic initiatives. Developed and initiated strategies for sales optimisation, growth, change management, strategic leadership, retail operations, brand marketing, client relations management, and business development. Leadership style is ambassadorial, championing accountability, succession planning, and fostering an environment that encourages an entrepreneurial spirit. Extensive technical product management experience in complex medical devices. From an academic foundation in Business Administration, leading to strategic management, experience has been enriched by luxury 'Maisons', e.g., Kering Group, Harrods, Louise Kennedy, Louis Vuitton and Selfridges with exposure to an eclectic range of lifestyle categories.

BRANDS WORKED WITH

KERING GROUP

Louise Kennedy

Louis Vuitton HQ

Selfridges

Pomellato

Experience

● Area Manager

KERING GROUP | Jan 2019 - Now

- Responsibility for managing multiple fine jewelry boutiques exceeding yearly targets by 25%.
- High jewelry brand strategy; defined & executed, creating a new segment delivering an ultimate client experience through high touch points including events & unique client engagements.
- Team leadership; Build, develop & retain high performing teams, leading by example, training & coaching for the long-term sustainable success of the business.
- Project management; defined concepts & launched new retail boutiques & a Pop-Up in Harrods.
- Digital expertise/ retail technology; Collaborated & executed the launch of Harrods e-commerce & Farfetch Platform Solutions, Implemented the rollout of salesforce CRM platform to sales teams, optimizing a new clienteling approach. Consulted & assisted on IT integration projects overcoming many complex retail challenges & environments.
- Strategic thinking & business development; Introduced & executed the global brand sustainability strategy locally e.g. traceability app & digital fair mined documentation.



● Head of Retail Operations

Louise Kennedy | Jan 2014 - Jan 2019

- Responsibility for retail strategy & operations of a global luxury fashion & jewelry brand.
- Strategic thinking & business development; Achieved & maintained sales growth up to 30%, designing & implementing client engaging campaigns to deliver maximum value. Defined & developed the retail business model to launch in USA market.
- Project Management; Co-ordinated & initiated functional change to align, leverage, streamline retail operations & processes i.e. sales, marketing, HR, IT, finance & store architecture.
- Team leadership; Lead a team of 30 store managers & sales associates across 4 locations to drive sales by coaching & managing end to end marketing challenges.
- Analytical thinking/rigor: Analyzed insights & defined retail objectives for visual merchandising, stock control, staffing, customer service & downstream marketing.
- Digital expertise/ retail technology; Implemented the transformation of the retail network by integrating in-store and online technology to create a full omi-channel retail experience.



● Sales Manager

Selfridges | Jan 2013 - Jan 2014

Responsibility for the Sales Management of a Luxury Fashion Division (2nd floor galleries).

- Team Leadership; Managed 14 Luxury boutiques, a turnover £70M, team of 50 Brand Specialists & Sales Associates, ensuring consistent delivery of luxury service and superior retail standards including concession managers from LV, Chanel, Prada, Gucci, SL, Valentino etc.
- Project Management; Planned & delivered objectives including customer insights, clienteling, staff training, productivity, stock control, payroll and staff engagement.
- Strategic thinking & business development; Defined & delivered luxury client service proposition to store director & C-suite stakeholders, which was successfully implemented.
- Digital expertise/ retail technology; Led a project team to define scope, test and introduce smart technology to sales teams to drive more efficient client engagement.

● Retail Performance Project Manager

Louis Vuitton HQ | Jan 2012 - Jan 2013

Responsibility for optimizing & aligning the performance of global retail network.

- Project Management; Coordinated, monitored store operations & performance management initiatives e.g. RWT/ accessories/ jewelry selling tools, smart phone introduction, stock control management platforms.
- Strategic thinking & business development; Optimized the distribution strategy with innovative solutions to improve performance of the network (450 stores).
- Analytical thinking/rigor; Analyzed & reported on quantitative & qualitative retail productivity data to address sales issues & business challenges. Collected & analyzed client data to customized products, services & retail objectives.
- Digital expertise/ retail technology; Assisted in the development & implementation of the worldwide "Mystery Shopping" and "Voice of Customer" insights programs.

● Marketing

EMS | Jan 1991 - Jan 2011

- EPFL University, Lausanne, Switzerland Management Consultant
- Carefusion, Rolle, Switzerland International Marketing Director
- Stryker EMEA, Ireland /Switzerland EMEA Brand Manager
- Cook Medical, Limerick, Ireland EMEA Product Specialist
- Fresenius UK Pharma Sales Executive
- Various Health Care Providers/ hospitals Clinical Dietician

Achievements:

- Lead the Global brand marketing & R&D project management teams (10-20 FTs).
- Defined & communicated project status updates & recommendations to leadership teams.
- Consulting with startup med tech companies on go to market strategies.
- Prepared & presented strategic reports & project plans to company boards.
- Developed, executed customer centric strategic plans, growing business to > \$400M.
- Effective leadership skills, managing sales & marketing teams across EMEA & ASIA.
- Extensive knowledge in transforming business processes & facilitating change.

Education & Training

2012

● ISC

Master of Business Administration,

2005

● **IMD**

Business Marketing Executive Program,

1998

● **open university**

MBA/Masters in Business Administration,

1991

● **University of Ulster**

Bachelor of Science in Nutrition science,