



Penny Shaw

Head Of Merchandising at Seraphine (contract)

London, UK

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Languages

English (Native)

About

Experienced in leading Cross functional & Product Teams through Digital Transformation & Organisational change, moving from Bricks & Mortar to Digital Trading Enterty , Building & Restructuring teams. Experienced Head of Merchandising, Digital Trading Lead, Supply chain professional & Channel manager . Home, Furniture & Seasonal Gift specialist. Plus Lifestyle brands.

Key Skills:

LEADERSHIP

Strong Energetic Leader across broad role | Managing & Motivating Cross functional teams | Leading & Developing Strategic Plans & Product Strategies | Operating Board experience

CHANGE

Adaptable across dynamic fast paced smaller business to larger structures requiring different leadership styles | Leading teams through change including Restructure & Consultation

DIGITAL

Digital trading & Forecasting | Collaborating to build Digital strategy | Designing & Interpreting Data Analysis | Excellent Trading skills | Developing Trading Plans for Brand & Site.

STOCK

Highly skilled in Inventory Management & Control | Planning Warehouse moves & implementation of new systems & processes.

DELIVERING GROWTH

Developing & Implementing Pricing Strategy | Range Assortment Planning for diverse Product areas & channels

Currently at Cath Kidston Leading B&M Product teams previously at Habitat leading Trading teams including Digital trading & Supply. Experience in private businesses ie at Bhs

BRANDS WORKED WITH

- BHS
- Cath Kidston
- Habitat

Experience



● Head Of Buying & Merchandising

Cath Kidston | May 2022 - Apr 2023

Global Planning & Trading Lead , responsible for managing B&M and channel planning teams . Reports to CEO . Product areas Bags, Accessories,Fashion,Kids & Home. 4 seasons highly seasonal planning model plus collaborations. Channels : Website, Flagship store , outlet stores , ,Wholesale & Franchise partners



● Head Of Merchandising

Cath Kidston | Mar 2021 - May 2022



● Head of Merchandising & Digital Trading

Habitat | Oct 2015 - Sep 2021

Responsible for Trading & Planning all Product Categories ,in both physical & digital channels. During my 5 year tenure I have restructured, overhauled & implemented all new digitally focused processes , building my team through recruiting fresh new talent & developing existing team . Adopting a people first approach, many have been promoted several times & gone on to develop great careers .

- Developed & Lead a 17 member cross functional high performing team across Merchandising, Digital Trading, Supply & Channels. Designed &

Implemented new processes for producing insightful analysis & monitoring & controlling OTB

- Led all Trading activity for Habitat with the development of a new Promotional calendar, introduction of forward trade forum & new quarterly processes. Architect of Trade Plan which is set to define Financial Targets.

bought structure & improved performance to a previously fluid environment.

- Successfully Introduced new trading mechanics to drive 50m annual sales. Yr on yr growth has averaged at +11% per year during this time.
- Together with Head of Buying: Developed & implemented a product strategy for a digitally focussed business of 7,000 skus. Directing & supervising each aspect.
- Produced new models to range plan Brighton & Westfield store openings to maximise profit density. Supervised & monitored stock Build and opening package.
- Planned & Organised Habitat in Aisle Trial for Sainsburys
- Assumed responsibility for Digital Trading, which has included Developing an improved channel level forecast with digital Marketing in parallel with demotivating & reenergising the team.
- Overseen stock migration element of 8m stock in warehouse moves. An efficient move whilst maintaining availability to the customer during transition.
- Key member of Habitat management team reporting to MD who collectively manage & steer the business. The leadership style is collaborative & inclusive with a strong emphasis on delivering new initiatives at pace.

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● Senior Merchandiser - Gifts

BHS | Jul 2008 - Oct 2015

Responsible for Planning & Trading Food, Drink, Confectionery & Hampers | together with the buyer grew the Hamper Category from a small trial to Seven figure turnover which dominated the company top 10 cash lines during peak | Consistently achieved the most profitable growth across the Home & Gifting division | Developed best Practice Planning & Trading practices,

- Active in developing talent | supporting Human Resources | Graduate Scheme | assessment centres.

- Involvement in Scoping Direct Supply | other systems projects.

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● Senior Merchandiser Bedding

BHS | Jan 2002 - Dec 2007

Planning & Trading Bedding Collections, Sheeting, Filled & Bedroom Accessories

- Instrumental In Developing Sale Buy Category.

- Restructured to improve Sales & profit by a programme of in season Promotions

- Managed the Relaunch of Core categories Sheeting & Filled



● Junior Merchandiser Home

BHS | Apr 1995 - Jun 2001

Experienced across all product areas | Active in developing people | Enjoyed designing and rolling out best practice processes to contribute to divisional efficiency & growth.

Education & Training

1988 - 1991 ● **University of Greenwich**
BA Hons,

1981 - 1988 ● **Queen Elizabeth Grammar School**
A levels,