



Julian Woolley

Sales/Commercial Director

Nottingham, UK

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Languages

English (Fluent)

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About

Growth-focused and motivated professional with extensive sales experience in driving increased sales, improving buying experience, and elevating company profile within the target market. I am an expert in maximising customer satisfaction, establishing loyal business partnerships and driving process improvements. Adept at driving business growth and implementing robust sales strategies. Demonstrated diplomacy in communicating with customers to build long-term, productive relationships while negotiating contracts to source and secure new business. Excel at exceeding sales targets, leading sales pipelines, directing and developing high performing sales teams. Proven expertise in strategic planning for project and campaign execution, marketing resource maximisation, and financial management.

BRANDS WORKED WITH

Brand Machine

TRX Training

Universal Works

VF

Experience



● Sales Director (Global)

Universal Works | Oct 2020 - Feb 2022

Management of global sales for the contemporary menswear wholesale sector via six sales agents and one distributor. Directed planning and launching the whole seasonal Go to Market process. Managed, inspired, and grew direct subordinates situated at the UK headquarters. Established strategic alliances with important international partners that were profitable and long lasting. Supervised the "collaborations" process between Brands and the associated launch schedules. Offered the wholesale segment financial growth and profitability.

- Developed a thorough Go to the Market procedure.
- Boosted pre-collection revenue growth to +45%.
- Grew the percentage of seasonal income from in-season (at-once stock) sales, from 3% to 6%.
- Founded and hired new German sales representatives.
- Established a brand-new showroom in London after sourcing.



● Senior Director EMEA | Country Manager

TRX Training | Jul 2018 - Feb 2020

As part of the ELT maintained frequent contact with the Directors in San Francisco to achieve brand alignment and strategy. Formulated and executed EMEA strategic business brand plans in line with development drivers. Developed 'top to top' partnerships with key distributors in EMEA that were long lasting and mutually beneficial. Expanded the retail landscape to generate new revenues, and created new businesses in line with Brands' vision. Played a vital role in the hiring and development of the direct report sales team on an on-going basis.

- Received a promotion from country manager to senior director EMEA by demonstrating exceptional performance in the organisation.
- Increased UK Ireland business 36% YOY overall in 2019.
- Enhanced retail revenues by 41% by adding new clients and broadening the product offering.
- Increased Instagram followers from 5K to 78K driving consumer awareness and building the TRX community.
- Initiated and executed the first ever UK training summit and increased by 500% training and education sales
- Opened the Youth Sports Trust account allowing the sale of goods to 8K UK schools.



● European Sales Director

Brand Machine | Aug 2016 - Jun 2018

Complete sales management accountability for the Apparel children's wear wholesale market in Western Europe. Coached and developed a team of direct reports in UK/Ireland and DE along with a team of 5 European sales agents. Collaborated closely with authorised partners

to ensure brand strategy and synergy. Drafted and executed strategic business and brand plans in line with development drivers. Cultivated 'top to top' connections with key clients in WE developing long lasting, mutually beneficial and profitable business. Expanded retailer networks to generate new revenue, and create new businesses in line with Brands' vision.

- Implemented a targeted Brand Go to Market procedure to maximise all Brands.
- Designed projects to increase in-season and pre-booked business and boost retailer brand sharing.
- Developed best practise management of key accounts for the DE and UK, with a more concentrated FMCG strategy.
- Established pre-line meetings to strengthen ties with product teams and key accounts.



● **European Key Account Sales Director**

VF | Jan 2013 - Aug 2015

Created and executed key account strategic business plans and brand strategies for future growth. I developed long lasting and mutually beneficial 'top to top' relationships with key customers in EMEA. Directed and developed a team of 8 key account managers based locally in Europe along with 5 dotted reports, including Customer Services and Marketing. Maintained market speed and efficiency whilst meeting net margin targets. Expanded product ranges to attract new consumers to create new categories that were consistent with the VF vision. Created an SMU plan to supply more volume whilst segmenting the market offer. Focused Direction 'Win with the winners,' according to VF market tactics.

- Received a promotion from commercial director UK/Ireland to KA sales director Europe by demonstrating exceptional performance in the organization.
- Boosted net sales by +8% in 2015 over 2014. +6% 2014 vs. 2013.
- Provided the main account managers with precise forecasting metrics.
- Directed two organisations and created objectives with distinct KPIs.
- Initiated the Key Account Go to Market procedure of seasonal launches to maximise the potential.
- Established pre-line meetings to strengthen ties with product teams and key accounts. Additional Experience



● **& Ireland Commercial Director, VF Corporation**

VF | Jan 2010 - Jan 2013