



Diego Eduardo Yara Tobon

Accomplished and energetic Retail Store Manager with a solid history of achievement in Customer Service.

London, UK

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Links

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Languages

Spanish (Native)

English (Fluent)

About

I am an experienced Manager with excellent communication and leadership skills, who is highly motivated and has vast knowledge of working in the retail industry. As a role model on the shop floor, I am able to coach, give feedback, build morale, roll out initiatives, and make recommendations on merchandising and product presentation. I am able to handle high-profile and hands-on management roles that require commercial acumen and creative flair. I take on board new ideas and adapt them further to make them relevant and beneficial to the business. I am ambitious and passionate about everything I do, I come from a strong sales and service background that allows me to thrive in any competitive and challenging retail environment.

BRANDS WORKED WITH

Harvey Nichols

Hermès

Jimmy Choo

Louis Vuitton

Experience



● Store Manager at Jimmy Choo

Jimmy Choo | Feb 2017 - Now

- Ensuring that the monthly sales targets and other business objectives and KPI's are met and exceeded.
- Development of client relationship and proper organization of our client database to maximise customer outreach on a regular basis based on Marketing calendar. CRM tool TULIP use on a daily basis.
- Implemented CRM checklist and CRM tool box.
- Managing every day functions of the front and back office, ensuring all staff members are ready to be the best in what they do every day.
- Involve in the merchandising of our products across the concession and Harrods and supporting the buying team.
- Responsible for maintaining customer satisfaction to the highest level by creating a memorable experience.
- Hiring, retaining, coaching, developing and measuring individual staff performance.



● Store Manager

Hermès | Mar 2012 - Nov 2016

- Driving, maximising sales and profitability in all the stores responsible during my time at Hermes. Responsible for the seasonal buying of all product categories represented in the stores managed.
- CRM activities implemented to increase the local client base. Perfume engraving, silk styling, personalization of small leather goods, Chelsea flower show display indoors linked to our perfume offer.
- Re-structuring the team and developing talent in the store. Back office and front office re-organisation implemented, aftersales recruitment of specialist reducing customer complaints by 50%.
- Recruiting, training, monitoring and review staff and store performance on a regular basis. One two one's on a monthly basis, based on qualitative and quantitative goals in order to motivate the team.
- Re-organising storage areas, displays and product flow to minimise the away time from

clients in the busy environment of Harrods. Shoes benefited from this initiative +20% vs. 2013.

- Successful results on financial stock take in 2014, when handed the store to new manager in August 2015, shrinkage levels were at 0.2 % of the COGS vs 1.2% of the COGS in 2013.

- Implemented Men's world in Selfridges, very successful initiative, the men's offer increased in sales by 10% vs 2014 budget for the category.



- **Supervisor, Assistant Manager , Manager**

Louis Vuitton | Oct 2000 - Mar 2012



- **Associate**

Harvey Nichols | May 1996 - Sep 2000

Education & Training

2015 - 2015

- **Hermes GB LTD / Redsky**

Manager development program., Building highly efficient teams

2008 - 2008

- **Louis Vuitton/ LVMH fashion group**

The Seven Habits of Highly Efficient Managers, The leader in Me

1984 - 1991

- **Liceo Español Perez Galdos**

High School Diploma, High School Diploma