



Gail Shuman

Global Ecommerce Director-
Luxury Retail

📍 London, UK

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Languages

English (Native)

About

I am a highly experienced Global Ecommerce Director, specialising in the luxury retail sector. I have over 15 years experience working with established retail (fashion, beauty, fine jewellery, luxury lifestyle) brands in both London and NYC. I have planned, re-platformed and improved ecommerce websites and executed global digital projects for many large luxury retailers, significantly improving their online revenues.

Specialties: E-commerce strategies and improvement recommendations, Digital Project Management, Agile Methodology, Digital Marketing Strategy, Business Development, Magento, Shopify, Salesforce, Farfetch, Google Analytics

BRANDS WORKED WITH

- Amanda Wakeley
- BORN Group
- Greenroom Digital (Momentum Media) London
- Harvey Nichols
- Luxury Ecommerce Consultant
- Richemont
- Threads Styling
- Victoria Beckham

Experience



- **Senior Ecommerce Consultant - Digital Advisor Contract**
Richemont | Oct 2022 -

- **Senior Vice President (Interim Consulting)**

Threads Styling | Feb 2022 - May 2022

Interim Senior VP Ecommerce - establishing the global digital strategy for Threads first Ecommerce platform. Specialising in fine jewellery and exclusive, luxury fashion pop-ups. Reporting directly to the CEO and Founder.



- **Group Ecommerce Director, Board Member**

Harvey Nichols | Aug 2018 - Feb 2022

I established and led the full Ecommerce strategy for the global Harvey Nichols business. Board seat, reporting directly into the CEO. I managed the Digital Marketing, CRM and Online Trade and Merchandising teams - and was responsible for the full online P&L. Driving substantial year on year online growth and profitability through commercial business improvements and efficiencies, technical investment and international expansion.

- **Luxury Ecommerce Consultancy**

Luxury Ecommerce Consultant | Feb 2016 - Dec 2018

Ecommerce Special Advisor to Jessica McCormack www.jessicamccormack.com (Ongoing)

Ecommerce Consultant, interim Head of Ecommerce at Galvan London (www.galvanlondon.com) January - September 2018

Lead Ecommerce Project Manager at Beauty Pie (www.beautypie.com) April - September 2017

Ecommerce Strategy at Sunglass Hut and Geometry Global Advertising (April -September 2016)

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● Head Of Ecommerce

Victoria Beckham | Jan 2015 - Jan 2016

At Victoria Beckham, I headed up the Ecommerce business for this prestigious British fashion label.

Reporting directly into the group CEO, I independently lead the ecommerce team here.

- Over-hauled their mobile experience initially and then their entire global website
- Appointed a new digital agency which I project-managed on a daily basis, utilizing Agile Methodology
- Worked very closely with the Marketing and PR departments to collaboratively execute new digital initiatives and online experiences across the larger brand strategy
- My focus was on the constant improvement of user experience, representing this unique brand identity effectively online and executing technical solutions with a creative edge.

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● Luxury E-commerce Consultant / Fashion & Lifestyle - NYC

| Nov 2012 - Oct 2014

Clients include Salvatore Ferragamo, DVF, TAG Heuer, Erno Laszlo, Beauty.com



● Head of Business Development & Client Services - Luxury/Fashion Sectors - NYC

BORN Group | Nov 2010 - Oct 2013

As Head of Business Development and Client Services at leading digital agency Pod1 NYC (www.pod1.com). I was responsible for winning 95% of all new business and for growing the digital accounts of our existing clients.

- Sourcing and meeting new clients (mainly in the luxury retail and lifestyle sector), responding to large creative, technical and digital marketing RFP's, developing ideas, planning and mapping creative and technical ecommerce solutions.
- Pitching ecommerce solutions on the Magento and Demandware platforms as well as marketing and maintenance proposals with a very high success rate.
- Ongoing Client Services strategy with existing clients to map out digital marketing executions and ongoing improvements of ecommerce sites
- Notable client wins included: Salvatore Ferragamo, TAG Heuer, Echo Design, DVF, Sandro and Maje (LVMH). I worked with clients across UK/Europe/USA/India/Asia and the Middle East. Based in Manhattan, NYC

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Based in Manhattan, NYC

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● Head of E-commerce & Digital Marketing - London

Amanda Wakeley | May 2009 - Oct 2010

I launched a brand new ecommerce website for this underexposed luxury fashion label and completely overhauled and updated all of their on-line activity. I grew the label's customer database by 500% and developed a solid digital marketing and CRM strategy to continually communicate, engage and reward their customers. I also planned and launched a bespoke iPhone app for the Amanda Wakeley bridal business that was awarded best app at the 2010 BIMA's.

- Planned, managed and launched their first Magento ecommerce site, integrating a Wordpress Blog
- Developed a solid online brand for Amanda Wakeley and greatly increased customer and industry awareness of the brand and its offering online.
- Increased the ecommerce offering to sell not just through its own website but also through 3rd parties - Harverynichols.com and Fashionconfidential.com as well as on several Middle Eastern boutique websites.
- I created and managed all online marketing and ecommerce budgets
- Directed and managed estore fashion shoots
- Created bespoke video and written content for the brand blog and social media pages
- Managed SEO activity and PPC advertising and affiliate and banner advertising campaigns. I managed the relationship with all of our 3rd party partners - our digital agency our PR company (TCS) and our affiliate marketing agency (Linkshare)

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● Business Development Manager - Premium Retail Sectors - London

BORN Group | Jun 2006 - May 2009

At this fast growing new media agency, my role as Business Development Manager involved extensive research for new business opportunities, spanning brands across the luxury lifestyle and retail sector. I introduced potential clients to the agency and its offering, presenting creative and structural credentials and explaining and selling our Magento ecommerce platform. I gained an in-depth understanding on both the ecommerce platform and the blog platform we offered our clients – as well as a solid understanding of best industry practice in UX, SEO and social media. I also managed the company PR and Marketing in house, liaising directly with media journalists, creating press releases and web copy for all new web launches and projects.

- Pitching large Magento ecommerce solutions to luxury clients
- Gaining invaluable understanding of the luxury retail sector and its customer base
- Working closely with in-house client teams to map digital strategy and marketing calendars on an ongoing, seasonal basis

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● Account Manager - Retail & Entertainment - London

Greenroom Digital (Momentum Media) London | Aug 2004 - Jun 2006

I worked as an Account Manager within this fast growing new media company. My role encompassed managing the digital accounts and on-

line PR campaigns for clients in the film, music and fashion industries. I reported to the Account Director for each client.

I also acted as press officer, reporting to trade journalists on agency wins and news and creating company content for publication. We had a digital record label at Greenroom which I helped to grow, organising showcases and parties for the acts on our label and working to promote the releases online through various social media channels.

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Education & Training

- **Glasgow University**
Bachelor's degree,