



# Laura Wiard

Trading Director / Buying Director / Senior Global Head of Buying

Wokingham, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

## About

Experienced International Trading Director within the Retail Industry. Proven success on Children’s clothing & accessories, Baby wear, Ladies clothing & Accessories and Men’s clothing & accessories. Skilled in global product sourcing, negotiation, process improvement and budget responsibility with strong leadership skills. Proven track record of managing and developing large teams and multiple product categories. Consistent record of delivering above target results.

### BRANDS WORKED WITH



## Experience



### ● Trading Director

SikSilk | Feb 2022 -



### ● Head of Buying

SikSilk | Apr 2021 - Feb 2022



### ● Head Of Buying

Primark | Mar 1998 - Apr 2021

Currently Global Head of Buying Childrenswear  
Previous Controller roles on Mens and Ladies Accessories  
Senior Buyer on Menswear (Tailoring, Shirts, Essentials)  
Buyer on Lingerie and Nightwear

## Education & Training

1993 - 1997

### ● Southampton LSU

Bachelor’s Degree,