



Sanam Tehrani

Retail Manager

London, UK

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Languages

English

About

I am a highly organized, resourceful and engaging leader who is truly passionate about the ongoing development of people within a business to drive exceptional client experience. Through my energetic and trusted style of leadership, I harness a focused and positive working culture. Over the last 16 years I have gained a broad spectrum of strengths, these are, patience, accuracy in all commercial activity; I set myself high standards and drive the best out of the team around me. If my current leaders would describe me, they would say I am detail orientated, engaging with the team and a true brand ambassador, leading from the front.

BRANDS WORKED WITH

- AFRAsia
- David Linley
- Hardings Brothers Silver Sealine Cruiser
- Knomo.
- Knomo, Selfridges.
- LA Fitness
- Miele
- Monster. Harrods
- Monster Products Ltd.
- Myoka Spa, Hilton Hotel.
- Scheuermann & Co Ag.

Experience

Showroom Manager

David Linley | Mar 2022 - Now

- Establish and improve company policies, goals and objectives and to gain maintain internal efficiency
- Provide and ensure a safe working environment for employees and guests
- Work with other showroom manager and coordinator to implement the strategy of showrooms with Director, Brand Marketing and ensure consistency of brand/image
- Inventory management and control
- Managing the E-commers orders
- Working closely with the Marketing team to organizing exclusive Events
- Researching trends to support new business pitches and current projects for client's relationship development

Promotion Manager

Hardings Brothers Silver Sealine Cruiser |

Sales Consultant

LA Fitness |

Events Manager

AFRAsia |

Multi-site London Retail Manager

Miele | Mar 2021 - Mar 2022

- Led on all aspects of store operations across the Flag ship store and Harrods concession, 12 direct reporters including to Assistant Managers
- Working in a luxury environment with international prestigious/royal clientele.
- Achieve and exceed sales and profit budgets, £2.6 million from April-Dec 2021
- Recruit, train, motivate and develop the team to optimize store performance to reflect the brand qualities.
- Adhere to HR policies and procedures
- Develop action plans to increase sales and team's members performance
- Ensure effective communication to all team members of store performance on a daily, weekly, and monthly basis.
- Implemented solid weekly rhythms & routines to enhance operational and visual standards. Hugely impacting product controls. Through in-



spiring communication and being accessible as a leader, the teams worked in harmony. I engaged with head office weekly across all aspects of business

- Building a long-term relationship and working closely with Harrods management personal shopper team
- Working with the team to achieve their development plans and goals.
- Working closely with the VM and marketing team to plan upcoming promotions and window displays
- Working closely with the Home Economist team to plan events to drive sales
- Planning quarterly stock count

● Retail Manager

Knomo. | May 2018 - Jul 2020

Led on all aspects of store operations across Covent Garden flagship, Oxford Street, Selfridges Concession and Cologne sites, driving 18 members of staff, including 3 members of management.

Built a strong sense of ownership and pace throughout the team which ensured maximum confidence when engaging with a wide variety of clients. Leading on an exceptional standard of client care is very important to me; which in-turn influences and impacts the team

Partnering with HR I would sign off on all recruitment and formalized the appraisal process, ensuring ongoing development and goal setting were created

Transformed the store opening process through building a critical path with all key stakeholders to ensure all deliverables were achieved within timeframes agreed

Collaborated with marketing and press to hold events frequently. During these events I would host clients, actively listen to their needs and encourage a genuine connection with the products in order to then drive revenue and long lasting relationships

● Brand Manager

Knomo, Selfridges. | Dec 2017 - Apr 2018

Together with the Wholesale Director we strategized to extract the potential opportunity that would grow the business and bring about wider awareness of the brand

Created an extensive training program, inspiring service and product knowledge which was rolled out to the entire boutique team. I thoroughly enjoyed delivering on training and upskilling teams

Delivered on effectively communicating product knowledge without overwhelming the clients. I understood very quickly that personality and likeability were the key to unlock client potential, therefore our sales performance were higher in comparison to business average

● Client Service Consultant

Scheuermann & Co Ag. | Jan 2017 - Dec 2017

Commercially aware, I would ensure the client database was active to build those long-lasting, meaningful relationships. I generated leads, landing new business

Transformed how we strengthened client relations, building a robust set of routines alongside the CEO

Inspired teams to deliver an outstanding experience and I served as the liaison between firm and clients

● Spa Assistant Manager

Myoka Spa, Hilton Hotel. | Jun 2016 - Dec 2016

Driving spa services, programmes and various offerings in one of the world's most famous hotel brands

Executed superb meet & greet introductions to ensure fantastic customer experience

Led on training and ongoing development of the team which impacted overall spa reputation in the area

● Sales Manager

Monster Products Ltd. | Apr 2014 - Jun 2016

the brands positioning as a premium label

Accelerated growth through owning the fast pace environment, leading

a team of 45 with clarity and precision. We exceeded annual budget by +£160,000. A superb team effort!

- **Brand Manager**

Monster. Harrods | Feb 2012 - Apr 2014

Developed and maintained the brand within Harrods. Facilitating inductions with all new team members

Won a prestigious Global Sales Award for contributing +£100,000 above budget

Led on all operations, standards and visuals as well as team scheduling and ongoing training needs Additional Career Experience: