


Luisa Sheldrake

HEAD of NEW BUSINESS DEVELOPMENT, BRAND COLLABORATION & GLOBAL SALES MANAGER

 Peterborough, UK

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Languages

English (Native)

Italian (Work Proficiency)

French (Basic)

About

Luisa is an experienced New Business Development & Sales Account Manager with a demonstrated history of working within, Fashion, Packaging, Trims and Design Industries. Skilled in Generating New Business relationships, Networking, Negotiation, Deal Sourcing, Branding/Identity, Sales Management, and Design. Integrates and adapts with flexibility within her environment and becomes a key team lead in the roles she has worked within, spanning over 15 years in Sales across various sectors. She has proven natural leadership and team-building abilities, due to her highly personable nature, collaborative style and levels of enthusiasm, as well as her assertive, results-driven approach. Within any business in which she works, Luisa quickly becomes known as someone who is keen to make a difference and make things happen and has built up a large network of contacts.

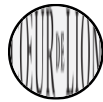
BRANDS WORKED WITH

APXPRESS Ltd

COEUR DE LION

D. Swarovski KG

Experience



● Head of New Business Development

COEUR DE LION | Jun 2023 - Oct 2023

- Head of New Business Development for UK for Mid- Premium/Lux Clients within the Jewellery Sector
- Developing a CRM database of Warm/Hot leads for the Sales Team to utilise to access new Independent and Key Account Jewellery clients
- Build relationships with new clients by holding pre-filtered sales calls and meetings to establish exact requirements and alignment of potential clients,
- Confirm and set up meetings with appropriate customers for Sales Agents and Key Account Managers
- Convert Key Account client leads into New Business Opportunities – agreeing major contracts for new product introduction into Key Retailers.



● Head of New Business Development Swarovski

D. Swarovski KG | Jan 2018 - Jan 2023

- Head of B2B New Business Development for Premium – Luxury Clients-across multiple sectors including Fashion, Accessories, Beauty industries
- Responsible for leading all new business development related projects with the sales account managers by guiding them through the entire sales process from lead generation to project win and orders received. Achieving on average £500K - £1 Million turnover each year in new business revenue.
- Leading new opportunities and collaborating with nominated Wholesale and Distribution Partners to expand the customer base across the designated regions.
- Accountable for managing, contacting and establishing working relationships with key new business clients to expand the new business sales within the Swarovski B2B Team
- Lead, develop and maintain the sales pipeline network.
- Lead and work within multiple level brand/sales discussions and development.
- Lead and present price negotiations with customers
- Building, Lead training, coaching and mentoring programme for wider Sales Team.
- Achieve targeted results against new business targets set for the year by Regional Management team
- Working cross-functionally with other regions i.e Italian and USA Sales teams to diversify new business opportunities cross regionally and develop stronger, successful relationships with global business partners.

- **Global Senior Sales Account Management and Business Development**

APXPRESS Ltd | Jan 2010 - Dec 2017

Global Trims, Packaging & Apparel sourcing and production at APXPRESS Ltd London Jan 10 – Dec 17

- Senior Sales Manager covering Global Client Base within Mass-Market – Luxury Fashion Industry
- Accountable for achieving and highlighting targeted New Business and Key Business Opportunities
- Formulating strategies for and meeting Business Plan targets
- Collaborating with Global customer base to manage and organize projected business plans and forecasted sales figures.
- Building and maintaining a good customer relationship/network
- Lead and work within multiple level brand discussions and development.
- Lead and present price negotiations with suppliers and customers
- Use in depth product knowledge to assist in development of customer requests and advise/suggest suitable product solutions for global customer base.
- Accountable for the development and management of the junior sales team members

Education & Training

1997 - 2000

- **Solent University**

Ba hons , Graphic Design