



## Scott Anderson

Managing Director for Luxury Goods Retail

📍 Guildford, UK

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### Links

[in LinkedIn](#)

### Languages

English (Native)

## About

Results driven, international business leader with luxury goods experience to drive growth. Extensive go to market, strategy, commercial, operational, channel management and marketing experience with international brands. Proven leadership and motivational skills as well as creative entrepreneurial mindset.

### BRANDS WORKED WITH

Bang & Olufsen

Crucial Technology (A)

Logitech International

Packaging Solutions Ltd

Samsung Semiconductor Europe Ltd, Chertsey

Sony Mobile UK

TDK Electronics UK

## Experience



### ● Managing Director/Market Director, UK&I

Bang & Olufsen | Apr 2020 - Now

Leading the UK&I team to turnaround and transform the business performance. Team of 8 direct reports leading channels and functions and 16 retail staff operating 3 company owned stores. Performance: £17M 2019/20 £30M 2022/23 Channels/ Retail: Operating 34 partner owned Monobrand retail stores across UK and Ireland. Stores selling full range of design led home AV products. Initiated and negotiated terms to open and operate 3 company owned and operated stores in premium locations (Harrods, Selfridges and Bicester Village) and secured a global flagship to open in New Bond Street with new luxury store design concept. Working with interior designers and architects to specify products into HNW homes. Extensive multibrand retail and eetail partners across luxury lifestyle (Mr Porter, Farfetch, Conran), department stores (JLP), consumer electronics. As well as D2C through our ecom platform. B2b verticals include hospitality (Hotels (Dorchester), Yachts and Restaurants), gifting and enterprise IT. Transformation - Team & Go to market: Positioned UK as lead market in a project to transform the customer journey and full go to market strategy, ensuring we would deliver a more luxurious experience for each consumer segment across all customer touchpoints, starting with new in depth segmentation data and insights, more focussed communication, partnerships, improved retail and digital experience and long term customer engagement. Target customer segments - UHNWI, Well Established, Careerists and Gen Z. Identified and implemented new signature moments and brand experiences in physical retail to deliver exquisite customer experience. Empowering, coaching and inspiring the team to secure company wide buy in through performance-led mindset and accountability. Plans in place to grow the business x 3 over 4 years. Partnerships: Established multiple new partnerships in the luxury sector to engage with the customer in their passion point, including Art & Design (LadbrokeHall.com), Interiors (Smallbone.co.uk), Fine Dining (Tom Sellars / Restaurantstory.co.uk), that also led to working with Wimbledon Tennis, Rolls Royce and Audemars Piguet in AP House. Innovative and Creative Marketing: The partnerships were brought to life with innovative curated experiences, activations and live programming designed to delight our shared target audience. Further activations have included London Design Week and London Fashion Week.

### ● Head of Telco

Logitech International | Jan 2016 - Mar 2020

Headhunted to determine and implement strategy to open Mobile Network Operators as a new Channel. Categories included Audio, Smart Home, Gaming (Logitech G), IT peripherals and Video Collaboration. Secured the most successful new brand and product launch globally in a new category - connected car (ZeroTouch). Strategic Business Development: Telco development for growth categories (Video

### ● Director Head of Global Customer Unit (GCU)

Sony Mobile UK | Apr 2013 - Dec 2015

Customer: Vodafone GCU - 06/14 - 12/15 Manage the largest customer unit globally. Revenues in excess of \$500M, 20+ countries, matrix management. Team of 20 across markets and regions, including EMEA & MENA. Implementation of Strategic MOU agreement / Concluded long term VPA contract Negotiated strongest growth quarter - 70%+ YoY FYQ3 2014. Managed the business through a period of investment reductions and reset performance, whilst maintaining strong sell through performance in the premium segment. Customer: Carphone Warehouse / The PhoneHouse GCU - 04/13 - 06/14 Managed transition, reset expectations and rebuilt relationships during turbulent period. Joint Business Plan to achieve 200M+ across group in 2014 Reengineered business terms and conditions to focus on sell through and ensure stronger ROI/ 113% Margin growth and record volume and revenue in FYQ3.

- **Account Director**

| Apr 2011 - Apr 2013

Preferred partner status secured and long term premium POS agreement Exclusive James Bond franchise go to market activation Joint Business Plan to achieve £100M

- **Head of Sales**

Samsung Semiconductor Europe Ltd, Chertsey | Mar 2011

Headhunted to manage and drive the sales of Memory components, Storage Drives and TFT LCD Panels into a raft of applications. Lead a direct report team of 5. Diverse direct customer base includes OEM's, Tier one distribution (Global and Pan-EMEA), and Retail brand OEM's. Plan global strategies, secure HQ buy in and execute to meet agreed objectives. Successfully restructured sales team and consolidated customer base to ensure sustainable growth (2010

• 120% v 2009). 2010 – 20% Growth v 2009; 2009 – 117% to target (MBO Award)

- **European Account Manager**

Crucial Technology (A | Aug 2004 - Jul 2006

Recruited to manage sale of web-based programme solutions (SAAS) to global PC OEMs (Dell, HP, Apple). Solution sell based on ROI, where strategies were planned, implemented and executed to deliver growth and profitability to the partners. Strategic planning and marketing campaign creation. Introduced Crucial branded flash business to Retail and etail (including Dell and Apple Retail) Turnover increase from \$5M (2004) to \$17M (2006). Typical Quarterly perf: 115% to target

- **European Account Manager**

TDK Electronics UK | Dec 2000 - Jul 2004

- **Technical Div Sales Manager**

Packaging Solutions Ltd | Sep 1997 - Dec 2000

## **Education & Training**

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2005 - 2006 ● **University of West of Scotland**

eMBA,

1999 - 2000 ● **Chartered Institute of Marketing**

PgD in Marketing,

1993 - 1997 ● **University of Strathclyde**

Bachelor of Science in Business and Technology,