



Lily Rodd

Experience Sales New Business and Account Manager. Project Manager and Product Dev Manager within FMCG.

London, UK

[View profile on Dweet](#)

Links

[Website](#) [LinkedIn](#)

[Instagram](#)

Languages

English (Native)

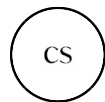
About

I am a versatile Sales New Business and Account Director with a background in front of house, logistics, product development and commercial positions within the FMCG sector for both branded and private label consumer goods. Most recently working as a Sales Account Director at Maesa, a global private label and brand incubating beauty company. Before this I played a huge part in the growth of a startup beauty brand helping them grow to a £16m brand in 4 years. I love working with people and have a proven record of building strong relationships with customers and team mates alike. I'm practical, hard working and confident working in busy, target driven environments.

BRANDS WORKED WITH

- Ciaté London and Lottie London
- Curated Sourcing
- Foxtons
- Helen Turkington Interiors
- Maesa

Experience



● Business Development Manager

Curated Sourcing | Jun 2021 - Jul 2022

- Identifying and opening new business accounts- domestic and international.
- Building long-term trading relationships with the key volume accounts.
- Identifying new ways to showcase and promote the business.
- Project management of projects from start to finish.



● Sales Account Director

Maesa | Jun 2018 - May 2020

- Offices based in Paris and Mayfair, London. Private Label and Exclusive Brands
- Responsible for prospecting new, strategic clients and growing and maintaining current clients ensuring all business opportunities are qualified and in line with Maesa growth and profitability strategy.
- Working in the private label and exclusive brand side of business focusing on fragrance, bath & body and cosmetics sector.
- Building strategic sales plans to grow accounts in current categories and identify white space for new categories.
- Identifying key trends in the market and bringing trends to product.
- Analyzing and creating sales reports.
- Heavy product development, P&L and critical path project management.
- Heavy involvement in marketing and launch activations for all new season and launches.
- Co-ordinating relevant teams across the business from marketing, product development, design, supply chain, finance, sales and point of sale.
- Working closely and reporting directly to the CEO/ owner of company to grow the UK market.
- Building tight relationships with clients, teammates and factories in UK
- Achievements
- Grew UK business by 57% in one year.
- Grew presence from fragrance category into bath, body and cosmetics categories with key retailers.
- Opened UK office and team.
- Created 'top selling' own brands with key retails Primark, Superdrug and AVON.

● New Business and Senior Account Manager

Ciaté London and Lottie London | Oct 2012 - Jun 2018

- New Business Development and Senior Account Manager January 2015- June 2018
- New Product Dev & Operations Controller January 2014- December 2014
- Supply Chain Coordinator uOctober 2012- January 2014
- New Biz and Senior Account Manager

- Develop strategic plans to build brand presence, drive sales growth and deliver strong account management within accounts nationally and internationally.
- Manage a portfolio of key retail and distributor accounts across multiple territories in both the premium and masstige market.
- Achieve monthly sales targets and KPI's.
- Execute international and domestic new business launches from first point of contact, commercial terms, contracts, marketing plans to launch.
- Thorough sales analysis, communicating to the business and driving opportunities for repeat/new orders.
- Responsible for forecasts and achieving annual sales targets.
- Continually monitoring competitor brand activity and seeking out new trend opportunities.
- Undertake regular product reviews to maintain focus and ensure all possible steps are being taken to achieve targets and account growth.
- Present product to a high standard, tailored to each account needs.
- Work closely with the Marketing department to support multi-media plans and communicate a premium brand image to the Ciaté and Lottie London customer within the accounts.
- Work closely with the Operations teams to ensure the supply chain works effectively delivering product on time.
- Present new launches and push new innovation.
- Manage promotional strategies across key retailers.
- Manage a Sales Assistant.
- Work with Visual team, and suppliers on POS. Achievements
- Built trust & relationship with key international buyers. Sephora, Douglas, ASOS, Selfridges, L'Etoile, Superdrug, Target, Ulta.
- Won International business in many key territories.
- Created and implemented new processes within the sales team.
- £8m in new business in one financial year. New Product Operations Controller/ Supply Chain Coordinator
- Manage new projects from conception to delivery into warehouse; including creative, sourcing and logistics considering competition, mode, cost, timing and risk.
- Create and develop extensive critical paths.
- Plan procurement, production and inventory control.
- Manage logistics and distribution along with lost sales opportunities.
- Manage cost reduction and process improvement activities.
- Manage relationships with customers and other external agencies.
- Train, develop and mentor newly hired personnel. Achievements
- Saving over 50k in freight by sourcing competitive quote and negotiating terms.
- Creating new processes and creating new tracking documents.
- Successfully coordinated and managed the critical path of products involving over 32million components.
- Involved in the set up of the ERP software system.
- Improving overall communication and visibility to relevant parties.

● Assistant Manager and Designer

Helen Turkington Interiors | Oct 2009 - Sep 2012

- business set up, sourcing suppliers, creating processes, stock management etc.
- Offer full Interior design service and sales in store and home visits.
 - Working with suppliers daily to meet lead times on customer purchases including furniture and curtains.
 - Sourcing new fabrics and accessories globally.
 - Manage all social media platforms including Facebook, twitter, instagram and company blog.
 - Set up of website.



● Estate Agent New Business Administrator

Foxtons | Oct 2007 - Aug 2008

- Customer Care; First point of contact for the public both on reception and phone.
- Extensive diary management, general office and administrative support.