



# Verity Till

Head Of Ecommerce/Digital Officer/Consultant

Woking, UK

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## Links

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## Languages

French (Fluent)

English (Fluent)

Spanish (Work Proficiency)

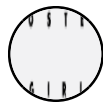
## About

Results driven Multichannel Trading and Strategic professional with c.12 years Global Multi-Channel Fashion retail experience across both High Street and Luxury Brands. Experience with Shopify, Salesforce, Hybris and Bespoke platforms. Former Accountant and Tax adviser therefore able to budget, deliver, report and grow Ebitda. Areas of Expertise: Strategy • Strategic Market Research & Competitive Analysis • International Expansion, Operations & Supply Chain • Building business cases & identifying commercially viable opportunities • Project and Programme Roadmap Development for 3 - 5 year planning • Board & Senior Leadership team involvement leading teams from 90-200 Trade & Marketing • Coordinating Ecom functions (Merchandising, Marketing, Analytics, Content) to meet daily/weekly sales targets launching key events and promotions. • Identification of trading opportunities (products, customers and channels) • Optimising on-site performance and merchandising via AB/MVT tests/use of best practice and IMRG trends • Optimising traffic performance by increasing customer acquisition and retention via PPC, SEO, CRM, Direct, Social, Affiliates. Financial Planning (Retail/Multichannel) • Financial planning, budgeting and modelling including 3 year planning • Development of omni-channel retailing strategies to drive profitability both off and online • Commercial insight, key decision support, Investment analysis and Business cases. • Full P&L Ownership and cost control (International and UK) • Director support Project Management • Platform, mobile/tablet, instore and International multichannel end to end developments • Project & change management including risk analysis and project plans • End to End Launch Planning/Marketing strategy & commercial transition • Experience with Shopify, Salesforce, Hybris, Amazon, IBM, ATG platform technologies • Stakeholder engagement with Board and Directors Proven record in domestic and international sales growth, strategic roadmap prioritisation and planning, proposition development, online marketing and project management with emphasis on process change to enable success. Languages: French - Fluent, Spanish - Intermediate

### BRANDS WORKED WITH

- Boux Avenue
- Deloitte
- LVMH
- Marks and Spencer
- Morleys Department Stores Limited
- New Look
- POSTER GIRL

## Experience



- Chief Digital Officer**  
 POSTER GIRL | May 2023 - Apr 2024
- Head Of Ecommerce**  
 Morleys Department Stores Limited | Sep 2021 - May 2023
  - Start-up Ecom Growth Plan to transform site to a key trading vehicle with reporting direct to Board
  - Traded 900 Brands, 12k products on a Shopify Plus site
  - 100+ new Brands launched onsite over Beauty (Tom Ford, Mac, ), Home (Le Creuset, Christy), Fashion (Holland Cooper, Gant, Esprit, Aspiga), Accessories (Coach, Michael Kors ), Furniture (Stressless, Swyft), Food & Wine (Charbonnel, Nyetimber, Lanson)
  - Brought another 7 individual named Stores online all with a unique history, different product sets, promotions and services (none of which were previously online) and In-store ordering setup
  - 25+ Instore Bookable services brought onto site ranging from Beauty, Body Treatments, Restaurants Currency to Fashion & Personal Styling for all 8 stores
  - Optimised site for Search, Filtering, Content, Product, Checkout, Customer Feedback and setup developmental roadmap including Digital receipts
  - Launched Same Day E-Bike delivery (Merton Business Award) and Group Rewards programme online.
  - Courier, Dev Agency retenders & Packaging redesign and launch leading to cost savings

- New Operational processes developed (including Picking, Packing, Customer service Eg templates, bespoke Buys for Ecom channel)
- New Marketing channels launched (Paid Social, SEO) and assisting team optimising Email, Social
- Devised Brand Packages for Site/Marketing Exposure including Product Sampling



### ● Ecommerce Director

Boux Avenue | Mar 2018 - Aug 2021

Overall responsibility for ecom performance and targets, digital marketing, CRM, platform development both sprints/larger projects, onsite merchandising and site UX/UI . Salesforce Platform. Lead, managed and developed a cross functional team.



### ● Multichannel International Trading Manager

New Look | Jan 2016 - Feb 2018

Trading

- Oversee and manage International Trading team to drive online growth tracking of sales, profit and customer behaviour on site
- Deliver regular trading updates/detailed analysis to the business/Heads of/ UK, International/Ecom Directors
- Manage Trading Team to implement change in site merchandising, improve customer journey and UX
- Responsible for ensuring optimal website performance regarding average order value, add to bag, onsite conversion through the customer journey.
- Ensure all product/range launches and markdown/promo launch on time across international sites
- Work cross departmentally with Content, CRM, Analytics, Digital Dev & IT, Operations, Marketing, Brand & PR, Customer services to deliver Business goals and drive trade.
- Use international competitor, market, customer trend reviews to gain insight and understand ways to improve metrics Planning/Strategy
- Develop, plan and deliver the overall yearly/quarterly sales and profit strategy in line with country specific Marketing Calendar
- Define lower level product/content/email content/promotional strategy by market based on sound commercial decision/historical lessons.
- Integrating key marketing and promotional strategies with UK and International Digital/Marketing /CRM teams
- Provide short & long term phasing to finance and the Fulfilment centre in co ordination with other markets
- Drive forward both short/long term key project initiatives eg. mobile, digital roadmap improvements, customer acquisition strategies, free returns, multichannel events, future platform development, changes in ways of working



### ● Ecom Trading support and Head of Multichannel Finance (Business Partner)

New Look | Oct 2013 - Jan 2016

Ecom Digital Marketing

- Overview of PPC, Affiliate, Seo, Shopping Comparison, Email funds
- Working with Agencies to increase ROI
- Setting and Managing budgets by investment Channel (Desktop, Mobile, International Sites)
- Supporting Trading events, Trading promotions, Brand messaging by marketing investment Multichannel Finance (Business Partner)
- Set Financial 3 year Plan to grow online business by double digits
- Set Digital Global Project Roadmap based on solid business casing, ROI and corporate goals.
- Co-ordinated Merchandising, Content, Analytics, Marketing, Customer services, Logistics, Photography functions to define and report on Local Strategies, Goals, Measures linking to local financial KPIS -"Ecom Plan on a page"
- Responsible for setting Digital channel forecasts, including building International sales plans (China and Europe) and management of KPI's.
- Worked with Merchandising team to maximise product sales looking at risks/opps vs budget vs stock commitment, Product lifecycle and mark-down maximisation strategies
- Set Digital Marketing Budget (Seo, PPC, Retargeting channels), KPIs and cost of sales with Marketing agency. Set first SEO/PPC budget and saw

treble digit growth on mobile traffic driving incremental +£million Sales in this channel.

- Advised Content/photography team on how to commercially maximise Homepage layout (Products, formats and messaging)
- Worked with Logistics team to model Delivery Proposition (Options, Prices, Thresholds).
- Measured Customer service KPIS and budget by service type (Email, Call, Click to Chat)
- Coordinated Daily Trading, Content and Marketing planner to ensure weekly sales/Traffic targets are met by driving key events, product and project launches and integrated marketing messages.



### ● Digital International Strategy Lead

New Look | May 2014 - Jul 2014

- Produced series of International Online strategy decks for Digital Director based on: a) Key International Markets to enter (based on Internal vs External Market growth plans) b) Proposed mode of entry into market (3rd Party vs Owned ventures) c) Short term vs long term Technical delivery approaches and respective operating models and impact to Business. d) Supplier engagement and proposal for chosen approach



### ● International Multichannel Business Development Project Manager

Marks and Spencer | Jul 2011 - Oct 2013

- Project Managed and lead a team of 30 for the implementation and launch of M&S Outlet Online.
- Subsequently project managed M&S Outlet Mobile site to grow the multichannel business
- Ecom Project Management lead in launching Free Next Day delivery to store for M&S 450 Retail stores
- Assisted 3 year roadmap planning for Multichannel development UK and International growth
- Strategic Analysis on new international markets
- Leading Trading/Marketing initiative on growing International Delivery markets
- Lead and Delivered Business wide change transformation programme on implementing Integrated Marketing covering c300 people over 6 departments for 3 Board Directors



### ● Multichannel Senior Finance Analyst

Marks and Spencer | Dec 2009 - Jul 2011

Acting Head of Ecom Finance providing key support to Direct of Ecom and Board Finance representative on Leadership team for Department of 200 Financial 3 year planning and Quarterly revisions Cost control of all local budgets: Marketing, Logistics, Call centres, Operations, Commercial Insight and decision making provided: Free Delivery Finance lead regarding investment analysis and embedding of financial processes for M&S Mobile & App, Click and Collect, International Delivery destinations, Recommendations, Reviews and Ratings, Made to Measure Furnishing/Shirts, Undertook first time profitability by Product type analysis for Ecom Driving Profitability focus into Ecom providing first time models



### ● Finance Analyst - Lingerie

Marks and Spencer | Dec 2007 - Dec 2009

Finance representation on Lingerie Leadership team. Provided financial analysis, decision support for Director and Lingerie commercial Team.



### ● Assistant Manager Audit/Tax - Energy Retail and Transport

Deloitte | Sep 2003 - Jan 2007

Clients included: Retail clients - LVMH, Thomas Pink, Chanel Leisure Clients - Cannons Gyms inc Harbour Club, Accor Hotels Small Entrepreneurs and Recording Artists



### ● Intern - Finance Guerlain, Dior, Givenchy

LVMH | Jan 2001 - Jan 2001

## Education & Training

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- 2015 - 2015 ● **University of Oxford**  
OSS, Keble College -Oxford Summer School Keble College, Management Development Course
- 2006 - 2006 ● **THE CHARTERED INSTITUTE OF TAXATION**  
CTA, CTA, Taxation - General Route
- 2003 - 2006 ● **Institute of Chartered Accountants in England and Wales**  
ACA, ACA, Chartered Accountant
- 2001 - 2002 ● **Université Grenoble Alpes**  
BA, Bachelor of Arts
- 1998 - 2001 ● **University of Exeter**  
BA, BA Hons: 1st, Economic and Law with Erasmus