



Guido Slotboom

Brand Ambassador, Visual Merchandiser, Leader, Motivator and allround consumer enthusiast

📍 90 Nuremberg, Germany

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Languages

German (Basic)

Dutch (Native)

English (Fluent)

About

MERCHANDISING, BRAND AND STRATEGY MANAGEMENT OBJECTIVE I am a highly motivated and progress-oriented executive with a focus on brand management & development, communication, creativity, marketing and strategy as well as broad experience in product management and in-store communication in retail, wholesale and digital.

BRANDS WORKED WITH

Adidas

Foot Locker

Levi Strauss & Co.

Levi Strauss & Co Emea

Nike Ehq

Experience

● FREELANCE VM AND RETAIL SPECIALIST

| Jul 2021 - Now

- Help businesses meet their VM and retail needs
- Help tell stories and optimize the way they work

● BUSINESS OWNER

| Jul 2021 - Now

- Responsible for an online home design business
- Create, source and design product to be sold on the Ecom platform
- Design and maintain the website on a daily basis
- Design and execute brand identity
- Create weekly and monthly marketing plans and review return on investment
- Warehousing and shipping of products to end users



● DIRECTOR ISC CONCEPT CREATION

Adidas | Jun 2018 - Jun 2021

- Led a team of 4 direct reports and led a wider team of 20 dotted lines
- Develop a digital and analog storytelling approach and implement it in two flagship stores that incorporate the latest in digital retail communication for both consumers and employees
- Based on the flagship stores, I developed a storytelling approach that was rolled out in all of the brand's concepts.
- Creation of storytelling policies and processes, which were then implemented in all stores worldwide
- Managed budget of €2.000,000 per year



● DIRECTOR CONSUMER EXPERIENCE ACCELERATION

Adidas | Jun 2016 - May 2018

- Led a team of 2 direct reports
- Created a new communication model for the entire adidas retail business
- Introduced a new communication model for all Brick & Mortar, Wholesale and Digital
- The new model was successfully executed on 3000 SKUs
- Created and rolled out an online server for all product communication worldwide
- Managed budget of 250,000 per year



● DIRECTOR VM & RETAIL MARKETING ACTIVATION

Adidas | Jun 2013 - May 2016

- Led a team of 15 direct reports internationally
- Creation of over 50 separate windows and POS campaigns in-house and with agencies
- Creation and introduction of 3 store concepts
- Launch of 35 marketing activation campaigns
- Creation and implementation of VM policies and guidelines for 6 sea-

sons

- Creation of retail calendars and ensuring the correct rollout
- Management of 3 team restructurings and change management
- Managed budget of €1.000,000 per year VISUAL MERCHANDISING, BRAND AND STRATEGY MANAGEMENT PRODUCT PRESENTATION, SPACE PLANNING & TRAINING

● **MANAGER**

Nike Ehq | Oct 2012 - Feb 2013

Short-term project to cover sick leave

- Lead a team of 2 direct reports
- Defined and created the VM training process
- Creation of a showroom plan for all concepts and sales areas
- Optimized 2 campaigns for rollout



● **VISUAL MERCHANDISING MANAGER EUROPE**

Foot Locker | Apr 2010 - Sep 2012

Lead a team of 15 direct reports internationally

- Chaired over 150 Vice-President meetings and managed calendars and financial statements
- Managed over more than 150 store refurbishments
- Managed over 150 store openings
- Creation and execution of 2 store concepts
- Run over 300 different window campaigns in-house and with agencies
- Rolled out 36 VM policies
- Delivered 150 VM newsletters
- Creation and introduction of 12 mannequin designs
- Managed budget of €500,000 per year

● **Visual Merchandising Coordinator**

Levi Strauss & Co Emea | Apr 2006 - Mar 2010

Lead a team of 2 direct reports

- Creation and introduction of 3 store concepts
- Creation and implementation of VM policies and guidelines for 8 seasons
- Creation and implementation of 8 VM training weeks throughout Europe and Eastern Europe



● **VISUAL MERCHANDISER & DISTRICT MANAGER**

Levi Strauss & Co. | Jan 2001 - Mar 2006

Led a team of 12 store managers

- Implemented 10 seasonal VM policies and policies
- Implemented 60 window campaigns
- Implementation of over 100 training sessions
- Management of 12 owned and operated stores