



Gemma Noble

Managing Director | Founder | Shareholder | Consultant

📍 Solihull, UK

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Languages

English (Native)

About

Through Lid Project I build relationships, seek opportunities, drive sales and set up management structure / process on behalf of other businesses. Lid Project provides a plug in Sales and Business development resource - from Director level to day to day activity.

My varied Fashion & Sales background has taught me a lot, and I pull frequently on experiences gained from working with international and local businesses - both large corporate and SMEs. In 2020 we acquired the majority shareholding of an international ecommerce brand - Tayroc.com. I lead the team who run this business - both B2B and B2C.

Over the years I have developed versatility in the work place – enjoying strategic activity as well as getting stuck in and learning something new. My management style is often praised - I get results, as well as taking an interest in the personal development of those around me. I pride myself on the ability to create and maintain successful working relationships with partners, clients, customers and colleagues.

My Role at Lid Project is split between the Operational running and delivering on specific client projects, our whole team is frequently out on the road, arranging meetings and setting up partnerships – if you would like to set up a call or a meeting with one of us you can reach us on any of the methods below:

Gemma@lidproject.com
www.lidproject.com
Instagram: @lidproject @lid_gemma

BRANDS WORKED WITH



Experience



● **COO**
Catalyst | Feb 2021 - Aug 2022

Launching and running brands for mainstream celebrities, globally recognised sports people and social media talent. I run the team and strategy for the full 360 service, including; product design, sourcing, e-commerce, social media, marketing, customer service, logistics and wholesale.



● **COO**
Catalyst | Feb 2021 - Now



● **Managing Director / Owner**
Tayroc | Apr 2020 - Now

Following the recent acquisition of Tayroc, Lid Project are the NEW brand and business owners with responsibility for taking this wonderful brand to the next level.



● **Mentor**
Lid Project | Oct 2020 - Now

Providing mentoring to individuals and start up businesses who are entering the Fashion & Apparel sector. From networking skills through

to product pricing structure - I support an individual (or groups) journey from concept through to trading.



● **Trusted Advisor to Board of Directors**

Miss Macaroon | Apr 2019 - Now

Providing strategic advice to the Miss Macaroon Board of Directors. Specifically around Sales, Business Development, Marketing and Growth of the Social Enterprise.

About Miss Macaroon:

At Miss Macaroon, we reinvest our profits into providing training and jobs for long term unemployed young people. Every macaroon bought at Miss Macaroon funds our MacsMAD (Macaroons that Make A Difference) course. Our macaroon and prosecco bar, based at the Great Western Arcade in Birmingham city centre and hosts our MacsMAD Retail training course.

We are the only patisserie in the world to use a pantone matching systems to match our macaroons to the customers' colour of choice. In addition to this we also print personalised messages, an image and even a corporate logo onto the macaroons. We cater for corporate events for companies including Instagram, Google, KPMG and Karl Lagerfeld. We also supply weddings and the catering industry. All of our macaroons are completely gluten free and use only the finest ingredients.

Miss Macaroon reinvests its profits in providing training and jobs for long term unemployed young people. Every macaroon bought at Miss Macaroon funds the MacsMAD (Macaroons that Make A Difference) course. As the only patisserie in the world to be able to Pantone match macaroons exactly to corporate colours, Miss Macaroon's clients include Instagram, Google, KPMG and Karl Lagerfeld.
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● **Managing Director / Owner**

Lid Project | Aug 2015 - Now

Lid Project ensures that our clients sales pipelines are full, and business is growing. My role is varied and includes: running the day to day operations of the agency with a particular emphasis on Sales, Business Development and efficiency. I constantly work on establishing strategic, mutually beneficial partnerships with suppliers and service providers.
www.lidproject.com



● **Consultant**

Lid Project | Sep 2015 - Now

We specialise in: Fashion | Retail | Events | Marketing
As a Business development consultant I look for opportunities for our clients businesses to grow. Depending on the project type, I am involved with a number of activities the clients behalf which can include a combination of; Sales team leadership, Sales target / budget review, running sales meetings, introducing new business and existing account management.
Client projects have included - Fashion brand development, Product to market strategy & implementation, Wholesale strategy, Sponsorship for events, Sales & Marketing team leadership - recruitment, restructuring and training.
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● **Head Of Sales & Marketing (Consultancy contract)**

Impulse Fashion Accessories | Mar 2018 - Jan 2020

Leading the Sales and Marketing team on a consultancy basis:
- Recruitment
- Process and Structure implementation
- Training & Performance Management
- Target setting
see less

- **Business Development Consultant**

Anatwine | Nov 2015 - Mar 2017

Consultancy project:

Responsible for both customer success and driving valuable business development opportunities - I worked closely with the Sales, Customer Success Project and Senior management teams.



- **Head of Wholesale Sales**

Juicy Couture | Oct 2014 - Oct 2015

Juicy Couture was being run by the Folli Follie group who held the distribution for UK & Europe. I was part of the senior team who travelled frequently to the US to place the buys from the brand owners - Global brands group. Upon deciding on the range which we would bring back to our market, I took responsibility for the selling of the stock. Leading a Sales and support team of 10 people & holding accountability for the UK & Europe sales budget for all wholesale business.

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- **International Sales Manager**

Superdry | Jan 2013 - Oct 2014

Continuing to work on the womenswear range development, I took responsibility for ensuring the Womens range sales growth of the International franchise partners. Frequent market visits, store staff training and buying meetings were run in; Various Middle East locations, Hong Kong, Thailand, Indonesia and India. A particular focus on market specific product development was key in this role.

I ran store and area management training sessions on the product for new season launches and delivered presentations to agents, distributors, Senior leadership team and Franchise partners.

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- **UK Key Account Manager**

Superdry | Aug 2012 - Jan 2013

Reporting in to the Sales Director, I joined the business at a time where the womenswear business was minimal. With a focus on range planning and product development I worked closely with the design team and the UK key account buyers to increase the exposure of new product and styles for the womenswear range. National travel, and work between Cheltenham and London offices.

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- **Sales Representative- Selected Femme**

Bestseller | Mar 2010 - Aug 2012

Accompanying the UK Brand Manager on the development of Selected Femme, my focus was on the independent businesses in the UK. I attended buying trips to Denmark every 6-8 weeks, advised on the selection of product which would be suitable for my account base and then took responsibility of selling the product in the UK showrooms. The role included considerable national travel, on the road appointments and approaching independent stores to introduce the brand and range.

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- **Sales optimiser**

Bestseller | Mar 2010 - Nov 2010

Covering Plymouth to Birmingham I visited shop in shop spaces for Jack & Jones, Vero Moda, Name it, ONLY and Selected Femme in House of Fraser and Debenhams stores - weekly. I delivered visual merchandising training to Brand ambassadors based in the stores and ensured the visual standard through use of guidelines, store management and staff training and liaising with Senior management teams.

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- **Studio Manager**

Pixifoto | Jan 2008 - Mar 2010

Running a retail photography studio for family portraits, recruiting, training and retaining a team of 6 photographers. Developing our site into a training studio of excellence and covering an Area Managers role in her absence.

- **Visual associate**

Gap Inc./ Gap | Jul 2007 - Dec 2007

Working alongside 1 other for the overall VM of the 2 floor 4 department store, attending Head Office guideline building VM workshops.

Education & Training

- **Luton 6th Form College**

Art & Design, photography, drama & theatre studies, psychology, English language., Art & Design, photography, drama & theatre studies, psychology, English language.

- **Nottingham Trent University**

Fashion Marketing,