



# Tom O'Neill

A Senior European retail, sales, and e-commerce leader with 15 years of experience driving significant business and brand growth.

London, UK

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## Languages

English (Native)

## About

### PROFILE

#### BRANDS WORKED WITH

- Force 4 Ltd
- Internet Fusion Group
- Surfdome
- Surfdome Ltd

## Experience



### ● Commercial Head Of Buying

Internet Fusion Group | Apr 2019 - Jun 2023

Accountable for the Action sports Division (Surfdome, Simply Scuba and Dirtbikebitz). Overseeing the buying and optimisation of a 300+ brand portfolio. Lead key stakeholder relationships majoring on return on investment, contribution margin growth and long term business planning. Empowering and motivating the 9 direct staff members to accomplish their strategic business goals. Delivering an affective balance of growth whilst being the premium retailer of choice for suppliers and customers.

- Delivering growth. Since moving to the role, the department has grown every year increasing from £43m to £60m.
- Delivering profit. Working closely with trading, buyers and brands to deliver an increase in profit margin from 39.2% to 40.4%, leaning on strong relationship negotiation and business plans outside of standard trading practise.
- Planning. Adept at spotting opportunities and building strategic plans with an emphasis on gross margin, stock turn, PWAI and contribution margin.
- Site Identity. Working closely with respective teams to deliver a premium multi brand portfolio, majoring on content, curation and community. Leading to Surfdome, Simply and DBB being industry leaders within their fields.
- Business Development. Instrumental in delivering business plans outside of the standard retail model, introducing supply chain solutions, inventory lite processes with a focus on minimising working capital employed.
- Working alongside exec team to consult on acquisitions, onboarding people and processes and implementation of business initiatives, specifically with sustainability. Epitomized by the launch of Plastic Cutback, an initiative that reduced the number of items shipped in poly bags reducing plastic by 989kg in the first year.
- Management. Responsible for the development, motivation and success of the direct team. An influential senior figure within the organisation who is trusted and respected to speak publicly at companywide presentations. Relied upon to implement restructures whilst maintaining business trajectory.



### ● Platform As A Service Digital Business Development Consultant

Internet Fusion Group | Feb 2022 - Jun 2023

Responsible for the delivery of direct-to-consumer solutions for premium brands. Leading the onboarding process from developing initial bespoke ecommerce solutions and operational plans through to execution of both B2B and B2C workflows. Consultant to the client in how to achieve profitable growth incorporating marketing, operations, onsite journey and consumer engagement.

- Delivering the Business Plan. As a new arm of the business this required engaging solutions and cross department engagement to deliver clients requirements whilst ensuring internal P&L model is met. On boarded and delivered sales exceeding expectation for 5 clients.
- Growing Clients Turnover. Delivering sustainable increases year on year of more than 50% both on brands site and within IFG facias using a shared stock pool solution.
- Brand Building and Identity. Consulting with the brands to increase their audience without being detrimental to their identity or current customer



base.

- Relationship Building. Working closely with the client to deliver a clear critical path, plans and processes to ensure timely execution.

## ● Commercial Head of Buying - Sporting Goods

Surfdome | Jan 2017 - Apr 2019

Accountable for managing the growth and profitability of the Hardware Department from £5.5m to £7.8m. Comprised of buying, merchandising, managing and marketing approximately 170+ brands and 4 staff across surf, skate and snow. Key responsibilities included managing the team towards achieving sustainable growth and profitability whilst directing product assortments to address specific consumer audiences.

- Brand and Relationship Management. Working alongside Surfline as well as internal departments to ensure the continued running and growth of the MagicSeaWeed brand within the core surf market.

- Developing and Managing the Surf Vertical Programme. Commissioned exclusive shapers to create a range of product range specifically for our 2 core surf brands 'Fourth' and 'Maluku'. Generating forward looking plans enabling both gross and contribution margin increases.

- Managing the Hardware Team. Ensuring the team are working towards agreed targets both personally and within the business. Providing tools and assistance to foster personal and company growth.

- Planning and Forecasting. Working on seasonal and annual multi regional strategies and forecasts to develop tailored solutions increasing both gross and contribution margins.

- Sustainability Programme. Instrumental in pushing Surfdome to be one of the most sustainable retailers in the UK, 100% plastic free outbound packaging and a bespoke Sustainable search function. Worked closely with external charities like #2minutebeachclean and Protect Our Winters to consult and aid in product development and bespoke business plans.

## ● Watersports Buyer

Surfdome Ltd | Jan 2011 - Jan 2017

Accountable for operations of the Watersports Department. Responsible for the selection and purchase of products from 100+ brands across different sports and geographical regions. Key responsibilities include achieving sustainable growth, profitability and curation of ranges appropriate to niche audiences. Growing the Watersports Department from £400k to £3.5m. Coordinated all aspects of an online retail business from forecasting and purchasing, to merchandising and operations. Entering Different Action Sports Segments. Introducing SUP, Wakeboarding and Winging into the business, growing these to be key players in their respective marketplace. Developing and Sourcing Vertical Product. Creating a range of vertical product to increase margin and brand awareness. Event Coordinator. Being a fundamental member in creating several events involving sponsorships and governing bodies. Presenting weekly, monthly and annual Sales and Targets to Internal Board. Using financial reports as well as google analytics to show previous sales and planned targets for coming weeks.

## ● Directors Buying Assistant and Store Manager

Force 4 Ltd | Jan 2009 - Jan 2011

Providing assistant to the head of clothing and South Coast stores. Responsible for managing the Flagship clothing store as well as implementing shop fits and merchandising in other stores. Managing the implementation of a specific dinghy department.

## ● Event Stand Manager

Force 4 Ltd | Jan 2009 - Jan 2011

Managing one of the Force 4's Southampton boat show stands, from planning to sales analysis. Ensuring excellent customer service as well as hitting sales targets.

## ● Retail Growth Consultant

| Sep 2023 - Now

Collaborate with owners and management to establish and define the strategic business vision and key pillars for regionally aligned omni-chan-

nel growth.

Interpreted and analysed data to identify growth opportunities, optimising brand strategies, and maximising profitability and efficiencies.

Implemented processes to enhance digital trading platforms, coupled with innovative store and staff initiatives.

Defining clear brand positioning, targeted growth opportunities whilst solidifying existing account base.

Conduct analysis of return on investment and capital employed, along with advising on HR lifecycle.