



Kate Olsson-McKinnon

Freelance Wholesale Consultant - Sales & Strategy

Adelaide SA, Australia

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Languages

English (Native)

About

I'm an experienced luxury wholesale manager, working across both designer and contemporary price points.

Having spent 10 years in the UK, I've now relocated back to Australia to start a family and work on a freelance/consultancy basis. I'm helping emerging Australian brands scale their business internationally, and also working with old clients sell back into Australia.

My selling and strategic style is pragmatic, personable, and collaborative. I always place the interests of the brand at the forefront of my decisions, and strive for the most favourable solutions in negotiations.

I am a people person, and love to spend that little extra time with clients; either in appointments, over the phone or with a coffee.

I have long standing relationships with both key accounts, and leading independent boutiques worldwide.

BRANDS WORKED WITH

Babette Wasserman

Paper Mache Tiger

Rainbowwave

Victoria Beckham

Experience



Freelance Wholesale Consultant

Paper Mache Tiger | Sep 2020 - Feb 2022

Senior account manager for Petar Petrov. Maternity Cover.



Senior Account Manager

Rainbowwave | Aug 2016 - Mar 2020

Global management of brands: Bella Freud, The Mighty Company, BITE Studios, Rachel Comey
Australia and New Zealand Territory Manager

Wholesale Exeutive

Victoria Beckham | Jan 2013 - Aug 2016

Initially working across all collections, I then moved to focus on Victoria Victoria Beckham collection. I managed the UK & Ireland, Germany/Switzerland/Austria & Eastern European and Australian/NZ territories.



Wholesale & Marketing Assisstant

Babette Wasserman | Apr 2011 - Jan 2013

Wholesale and marketing assistant.

Freelance Wholesale Consultant

| Mar 2021 - Now

Working with emerging brands to help scale their business, review their internal operations, and help with sales.

I have worked with brands including:

- Acler
- Significant Other
- House of Campbell
- Huisan Zhang
- Etre Cecile
- Sunset Lover
- Aston Studio
- Bubish

Education & Training

2008 - 2011 ● **University of Adelaide**

Degree, Media

2008 - 2012 ● **University of Adelaide**

Degree, Arts (Gener, Work & Social Enquiry, Anthropology)