



Amanda Morgan

Head of Retail and Operations

Leicester, UK

[View profile on Dweet](#)

Languages

English (Fluent)

About

A determined, passionate commercial leader with over 20 years' experience in consumer goods. Experienced in leading large multi-functional teams; training individuals and groups; influencing senior leaders; developing brand strategies and tactical plans.

BRANDS WORKED WITH

GHD

Honda

Kao Corporation

Experience



● HEAD OF RETAIL AND OPERATIONS UK

GHD | Jan 2020 - Now

Currently managing 64 people over 55 stores in the UK and Ireland including Selfridges, Harrods, John Lewis, and Flannels. I have spotted many opportunities within the retail side of the business and grown this channel to double digit growth Implemented consistent sales process for all sales consultants across all ghd stores using a new sales training program for the team and new ways to manage Worked alongside software developer to create apps to measure performance and support regional managers to gauge individual/team performance to reward, develop and manage the team Launched visual merchandising/Event training with the team which is ongoing to help gain additional space in store, create more traffic, and maximize sales Installed a winning mindset through effective coaching and leadership to a team of 3 regional managers to support the company's growth strategy. Work alongside the key accounts and Finance team to manage productivity in store, stock levels and spot opportunities I hold regular meetings with our stores Head Office to present, negotiate terms, space, marketing, and sales I have taken the business from -33% to a +14%. Our ghd stores are now outperforming the other parts of the business due to the new strategies I have implemented



● AREA SALES MANAGER MIDLANDS - GHD

GHD | Jan 2016 - Jan 2020

Responsible for 8 Account Managers, created an engaged, results/KPi driven team who won multiple individual and team awards. Led by example to demonstrate exceptional customer service, commercial awareness, and business planning. Empowered individuals to take responsibility for their own results whilst working collaboratively to a common business goal.



● ACCOUNT MANAGER

GHD | Jan 2006 - Jan 2016

● FIELD SALES REPRESENTATIVE

Kao Corporation | Jan 2004 - Jan 2006



● SALES EXECUTIVE

Honda | Feb 2002 - Feb 2004

2002-2004