



Jackie O'Brien

CEO, Founder and Head of Buying at Jonathan+Olivia (2005-2019) multi brand Designer and Luxury Streetwear Retailer. Formally @ Canada Goose, ARITZIA and Adidas.

📍 London, UK

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Languages

English

About

Visionary entrepreneur with 25+ years in Designer Runway and High-End Streetwear, possessing a Discerning Taste Level. Accomplished in boosting Brand Visibility, expanding Market Share, and Driving Sales through a dedication to Quality Products and a Customer-Centric Approach. A skilled Leader and Communicator, adept at fostering Positive, Collaborative and Inclusive work environments.

BRANDS WORKED WITH



Experience

● Senior Consultant

NIC JONES CONSULTING | Apr 2023 - Now

Specializing in luxury and lifestyle consumer behavior analysis for global brands. We form strategic partnerships to boost market share, enhance brand perception, and drive engagement across Retail, Ecommerce and Wholesale channels.



● Senor Director Global Merchandising

Adidas | Sep 2022 - Apr 2023

As Head Merchant for my business unit, I worked cross-functionally with leaders from Marketing, Design, Operations, Strategy, and Finance. Leading merchandising, product strategy, and assortments, I spear-headed Go-to-Market strategy and plans for ECommerce, Retail Stores, and Wholesale partners. Managing a team of 10 professionals, including 2 at the Director level, we increased sales by 20% and contributed to an annual revenue of 3 Billion Euros.



● Senior Consultant for Luxury Lifestyle Consumer Behavior and Merchandising

Canada Goose | Jun 2021 - Sep 2022

Led cross-functional collaboration with Heads of Design, Marketing, Strategy, and Insights to define consumer personas and values, enhancing brand appeal. Developed new collection franchises that became a significant driver for the brand, contributing to \$1 billion in annual revenue.



● ECommerce Head Stylist and Tastemaker

Aritzia | Oct 2019 - Jun 2020

Recruited by the CEO to elevate the ECommerce site and develop a distinctive visual style for all in-house collections tailored to our target audience. Led a team of 10 Stylists, resulting in a remarkable 90% increase in E-commerce annual revenue amidst Covid.



● Chief Executive Officer and Head Of Buying

Jonathan+Olivia | Aug 2005 - Sep 2019

ECommerce and Retail Stores
Founder and Leader of premium multi-brand retail destination renowned for its curated selection of high end products, from runway designers to luxury lifestyle items. Led a dedicated team of +25 professionals, driving a 20% annual YOY increase in sales to achieve an impressive \$8M revenue, all while maintaining a reputation for unparalleled customer service excellence. Hosted high profile events with our influential friends and Brand Partners cultivating our Culture and Community. (see next page)



- Aritzia | Jan 1995 - Jan 2004

Multiple Senior Level Positions

Over 9 years, I held diverse roles including Branded Buyer, Design Team Merchant, District Store Manager, and Visual Merchandiser, achieving #1 Top Seller status. As an ambassador, I played a key role in shaping the brand culture + pioneered the creation of the company's first customer training manual. In my capacity as Branded Buyer for 12 stores, with a direct reporting line to the CEO, I contributed to generating \$25M in annual revenue in 2004.



- **Brand Ambassador + Multiple Senior Level Positions**

Aritzia | Sep 1995 - Oct 2004

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