



Jordi Beije

Retail Director - Head of Franchise - Sales Director

Hilversum, Netherlands

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Links

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Languages

Dutch (Fluent)

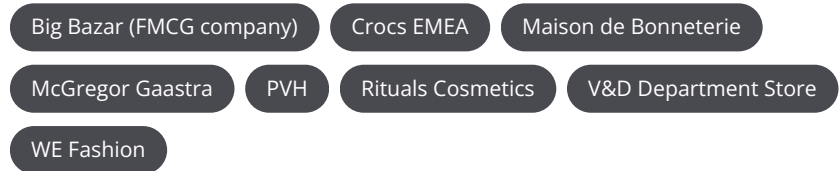
German (Work Proficiency)

English (Fluent)

About

Retail Executive with 20 years' experience leading multi-cultural teams in international blue-chip retail environments – Rituals Cosmetics, Tommy Hilfiger, Calvin Klein and Crocs – and a record of delivering robust financial results and people development. Effective leader and communicator with a proven capacity of influencing business partners and stakeholders in effecting change. Consistent feedback on being an analytical strategic thinker who innovates, creatively solves problems and challenges the status quo. Energy, drive, and enthusiasm, can both have fun and stay calm under pressure, combining structure with agility, to realize fast and sustainable growth.

BRANDS WORKED WITH



Experience



● Head of International Franchise a.i

Rituals Cosmetics | Aug 2022 - Now

commercial management of existing franchise partners in Europe, Middle East and APAC; commercial business development into new markets with franchisees and distributors; developing operational strategies and creating operational handbooks; develop and execute marketing strategies; optimizing commercial results of partners by providing them with best-in-class support and programs

● Head of Retail Operations a.i

Big Bazar (FMCG company) | Jan 2022 - Jul 2022

building new management and rewards structure for retail; optimizing merchandise planning; drive marketing and L&D

● Director Retail

Crocs EMEA | Jan 2016 - Oct 2021

Spearheading all retail operations across an estate of 240+ owned and partner store locations inside Europe and the Middle East, leading a diverse team of specialists, managing franchisees and distributors in market

- Increased top line revenue and grew EBIT from negative to double-digit positive inside of 2 years. Managing all stages of budgeting and forecasting, merchandise planning and having full P&L accountability
- Managing merchandising- and buying teams to optimize sell-in and sell-out for owned business and distributor business
- Developed and executed strategies to start and/or grow franchise/distributor revenue in new and existing markets in EMEA
- Led with pace and energy to build robust framework of go-to-market strategies, including franchise/distributor lead generation which secured and expanded the franchise footprint from 150 stores to 200+ and growing
- Developing marketing plans to optimize traffic to stores and build brand awareness throughout the different markets
- Translated global business objectives into regional and district goals, summarizing each location's conversion, UPT, ATV and payroll budgets. Reviewed each Profit and Loss report together with Area Managers agreeing on defined actions for the coming month and quarter ahead and ensured lower staff costs, better margins and more profitability
- Transformed the customer experience by implementing engaging and insightful learning and development plans. Maintained a strong staff retention and grew talent at all levels
- Partnered cross functionally to drive strategy of in-store marketing activations, client retention, CRM and ensuring online complimented the

retail offering delivering a consistent Omni experience globally resulting in an increased customer engagement and brand desirability

- Strategic partner on all global store and visual concepts and lead project management team to deliver new locations, refits and closures
- Leading regional initiatives, driving stakeholders to achieve a coherent and consistent brand experience, further leveraging the brand as a solid leader in a crowded marketplace

● Retail Manager

McGregor Gaastra | Jan 2014 - Jan 2016

Successfully led the European retail portfolio of 75 stores across Netherlands, France, Belgium and Germany. Drove the expansion and grand opening plans of the outlet channel

- Oversaw all merchandising and buying functions to ensure pricing hierarchy and architecture was in line with market research and trends. Delivered profitable net margins across a range of categories
- Initiated the development of made for outlet product ranges. Ensuring a high margin was achieved and product volumes sourced and delivered were in line with forecasts
- Led multiple projects, including new store openings, refurbishments, campaign implementations across peak trade, product delivery flows and critical path management
- Conceptualized and implemented a robust framework of standard operating policies and procedures to optimize retail productivity, up level knowledge and maintain brand compliance across the fleet



● Retail Area Manager

PVH | Jan 2010 - Jan 2014

Managed 24 Tommy Hilfiger and Calvin Klein stores in The Netherlands and 13 Concession formats in the high profile department stores; De Bijenkorf (parent company is Selfridges)

- Defined industry leading customer service experience through effective coaching strategies with the store leadership teams. What mattered to me then reflected and mattered to them
- Held frequent conference calls noted with actions and commitments from each store. I followed up 1:1 to keep my finger on the pulse and to drive pace and energy throughout the area
- Proactively mentored management teams through laser on-site coaching, one to one training and providing regular feedback to both celebrate successes and get clear on KPI actions
- Created a high performing, engaged collaborative culture across the headquarters bridging into the stores, enabling feedback to be acted upon, rapport building leading to significant trade growth

Additional Career Experience:



● Cluster Manager

WE Fashion | Jan 2007 - Jan 2010

● Store Manager

V&D Department Store | Jan 2002 - Jan 2007



● Floor Manager

Maison de Bonneterie | Jan 1997 - Jan 2002

Education & Training

1993 - 1997

● Ichthus Hogeschool Rotterdam

Bachelor of Arts,