



Michael Kelley

International Retail Executive -
Building Brands & Businesses

📍 London, UK

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Languages

Japanese (Basic)

Spanish (Work Proficiency)

About

I grew up working in retail. I know the absolute importance of offering exceptional customer service, quality products and a well-branded omni-channel shopping experience.

25 years later, as a Global Senior Executive, I've never lost sight of how essential those components are to build a thriving business.

Leading multiple businesses across APAC, EMEA and North America, my mission remains unwavering; empower people and offer customers a quality journey across digital and physical channels.

My recipe for success?

- I develop engaged, passionately motivated teams that achieve their goals and create environments that welcome customers, elevate the brand and drive revenue.
- I know that customers are educated and have choices. My objective is to be THE consumers' choice by consistently offering a uniquely branded experience.
- I build outstanding omni-channel representation that tells an inspiring story via digital platforms, boutiques, department store shops and social media outreach.

My leadership peers and business partners know that I am uncompromising in my commitment to creating sustainable, profitable businesses, led by motivated teams, focused on providing quality products through exceptional service.

BRANDS WORKED WITH

Ralph Lauren

J.Crew

Experience

● MEK Consulting LLC - Founder & Principal Consultant

| Sep 2022 - Now

Business Owner and Principal Consultant, partnering with companies to develop and expand their retail presence through omni-channel distribution.

Creating sustainable, profitable retail strategies that elevate brands and deliver exceptional customer service.

Specialising in Brand, Business and Management Consulting, as well as Strategic Planning, Project Management and Leadership Development.



● SVP, International Commercial Licensing

Ralph Lauren | Apr 2020 - Jul 2022



● Vice President, Retail Sales and Operations, Greater China

Ralph Lauren | Jun 2017 - Apr 2020



● VP, Merchandising, Planning & Allocation, Luxury Labels, APAC

Ralph Lauren | Jul 2016 - Jun 2017



● Director, Employee Education

J.Crew | Jan 2004 - Feb 2007



● Manager

Ralph Lauren | Jan 1999 - Jan 2004

Education & Training

- 1993 - 1994 ● **University of Salamanca**
Diploma of Hispanic Studies,

- 1991 - 1995 ● **State University of New York at Oswego**
Bachelor of Arts - BA,