



Daniel Jeffery

Experienced Director and Account Manager in Retail and Sport

Penarth, UK

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Languages

English (Fluent)

About

A highly motivated, creative and commercially focused senior leader with an extensive track record of Retail development, business development, Management, Marketing and operational delivery across Europe. Skilled in: Strategic Sports Marketing & Development; Commercial Operations Design (eCommerce); Brand Positioning-development/Implementation; P&L Oversight | Budgetary Planning | People Leadership | | Performance Evaluation ; Digital Transformation/Store Management Programs | |Sports Strategies* Trade Partnerships + Alliances including Sports+Leisure

BRANDS WORKED WITH

- 2 Banks of 4 Sports Marketing and Retail Consultants
- Kiss FM (London)
- Knickerbox
- Leeds United Football Club
- Lillywhites
- Logobrand
- Sainsburys
- Sock Shop
- Somerfield

Experience

● Retail Business Consultant

| Aug 2018 - Now

Working with Major Retailers in UK including, Homebase, Debenhams HMV and GAP UK.

● Retail Director

2 Banks of 4 Sports Marketing and Retail Consultants | Jan 2014 - Now

Very experienced Retail Director, currently self employed and working on consulting projects in Retail and Sports Marketing for Sporting Clubs and Brands. Available for further consulting roles or Retail / Commercial Director positions. Specialise in Sports Marketing, Commercial deals and Retail Strategy along with all operational areas of a retail business including : Buying, Online, Wholesale and Licensing.

● Retail Director

Leeds United Football Club | Oct 2002 - Apr 2014

● Regional Manager

Knickerbox | Mar 2001 - Oct 2002



● General Store Manager

Lillywhites | Jun 2000 - Mar 2001

● Account Director

Logobrand | Jan 2000 - Jun 2000

● Regional Manager

Sock Shop | Oct 1997 - Dec 2000

● Store Manager

Sainsburys | Apr 1995 - Oct 1997

● Store Manager

Somerfield | Jan 1994 - Apr 1995

● Senior Store Manager

Sock Shop | May 1989 - Dec 1993

- **Production / Basic Presenting**

Kiss FM (London) | Feb 1988 - Apr 1992