



Maddalena Boschin

Head of e-commerce

London, UK

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Languages

English

About

I've joined Tomorrow Ltd in 2016 and supported in the creation of the first direct to consumer business, becoming the main lead. I drove a triple digit growth in revenues and profits in only 3 years for the marketplace business (Farfetch). I rolled out the creation of 3 mono brand e-commerce (Coperni, Colville, Athletics Footwear, Objectsvlife) and onboarded other four (A-Cold-Wall, Loverboy, Martine Rose, Machine A). Currently Head of e-commerce, responsible for the digital strategic growth of Tomorrow's investment brands and managing Trade, CRM, design, product management and customer service teams.

BRANDS WORKED WITH

Tomorrow London

Tomorrow London Ltd.

Experience



● Head of E-commerce

Tomorrow London | May 2022 - Now

Responsible for the digital strategic growth and financial targets of Tomorrow's investment brands: a-cold-wall.com, martine-rose.com, coperniparis.com, charlesjeffreylloverboy.com, colvilleofficial.com, objectsvlife.com, machine-a.com.

- Managing Trade, CRM, Design, Product management and Customer service teams, each with defined category responsibilities, driving an adoption of data and insight in the day to day trading of the site and drive the trading agenda for digital across all areas of the business;
- Accountable for the commercial performance of Tomorrow's investment brands with ownership of revenue and conversion of the sites;
- Accountable for P&L & budget management x each of the brand in the portfolio;
- Accountable for the sales performance vs budget and site KPIs, measuring and reporting on performance of trade, tracking KPIs and providing recommendations to drive performance. Delivering the necessary daily and weekly analysis to understand, identify and execute the trading actions needed.
- Developing and implementing the digital strategic roadmap, ranging from web optimization, new channels, acquisition and retention initiatives, analytics and reporting improvements to increase digital sales and profitability.

● Senior E-commerce Trade Manager

Tomorrow London Ltd. | May 2021 - May 2022

Responsible for overseeing the forecasting and trading of all of Tomorrow Ltd's Investment Brand's D2C sites whilst helping to develop and execute against the evolving digital strategy of the business.

- Delivering on the sales target and KPIs, as aligned on at the start of the year, for each of the Investment Brand.
- Supporting the Director of Digital in refining the 5YPlan and helping to manage the annual budgets and P&Ls for each.
- Reporting to the Director of Omnichannel, overseeing delivery of the sales plans and KPIs by: optimising the websites through the release of new tech features/functions in partnership with the Tech and dev teams, onboarding of new 3rd parties and tools, optimization of UX in partnership with the Digital Design team, and the flawless execution of digital campaigns in partnership with the Digital Marketing Manager with the ultimate goal of increasing conversion rates.
- Overseeing the Trade team and supporting in sponsoring broader digital projects, as well as running the long-term strategic planning of the Investment Brands D2C business in partnership with the Director of Omnichannel and other key stakeholders, by working closely with Marketing, Tech, Operations, Finance and Commercial Retail.
- Responsible for managing the e-commerce trade team (8 team members), helping to train and develop each member, while overseeing their goal setting and personal development in accordance with Tomorrow cultural practices and ensuring they remain motivated and inspired.

● E-commerce Trade Manager

Tomorrow London Ltd. | Jan 2018 - May 2021

Reporting to the Chief Digital Officer, responsible for the management of the DTC business unit at Tomorrow Ltd since its origin, while still managing the marketplace business.

- Managing the team of 4 assistant managers across monobrand and multibrand environment;
- Budgeting and control the mono-brand P&Ls; and responsible for the strategic plan of the monobrand environment;
- Sharing weekly and monthly performance reports and leading meetings with key internal stakeholders within the company, to help the rest of the organization in leveraging their channels;
- Monitoring weekly and monthly e-comm KPIs, owned by Asst Managers, to provide recommendations on how to maximize sales while leveraging social media marketing, product merchandising, commercial offers and content;
- Supporting the Chief Digital Officer in the business development of the DTC unit;
- Overseeing each brand critical path, owned by Asst Managers, making sure each product launch is in line with the plan;
- Constantly seek to improve and re-engineer team and stakeholder processes to drive efficiency and increased productivity;
- Overseeing weekly meetings with the DTC team and Director of Operations to solve technical issues and constantly improve operational/It procedures for an excellent customer experience and journey.
- Motivating and inspiring team performance, goal setting and personal development in accordance with Tomorrow cultural practices.

● Marketplace Manager

Tomorrow London Ltd. | Jul 2016 - Dec 2017

Reporting to the Chief Revenues Officer, involved in the set up and consequent management of a multi brand online boutique on Farfetch.

- Managing the digital operations assistant;
- Budget and control. Bottoms up revenue forecasts based on both supply and demand drivers;
- Generating and implementing new strategies to increase ecommerce sales and profitability and execute them with a roadmap, which is integrated with the company's strategy;
- Company's inventory management, including stock exit strategy;
- Responsible for contractual and commercial agreements with external stakeholders in the multibrand environment (Safilo, Linda Farrow, Paul & Shark);
- Key point of contact of the strategic partnership with Farfetch;
- Constantly seeking to improve and re-engineering team and stakeholder processes to drive efficiency and increased productivity;
- Overseeing weekly meetings with the team and Director of Operations to solve technical issues to ensure inventory accuracy and availability

Education & Training

2021

● London Business School

Executive Course, Mastering Digital,

2013 - 2016

● Istituto Marangoni London

Bachelor of Business,