



Sharna Aquilina

Snr Business Development Manager, Strategic Partnerships, Luxury Retail & E-commerce Specialist Jewellery, Fashion & Design

London, UK

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Languages

English

French

About

Visibility Accelerator, Business Facilitator, and Partner of Brands

I am an entrepreneurial Senior Business Development Manager within the luxury industry specialising in the jewellery, fashion and the lifestyle sector. I work with brands and businesses all over the world helping them internationalise and digitise in a global market. One of my strengths is managing new business initiatives from concept through to execution and ongoing evaluation - working across e-commerce, retail and wholesale.

I am passionate about building businesses and brands seeing them grow and prosper. I have a track record of effectively assisting companies/brands with the identification and translation of their business development needs that result in measurable and sustainable improvements, most importantly around strategy, sales and international expansion, category development, branding and supply chain.

I thrive on developing businesses, helping them maximise growth & profit in national and international markets.

I hold a Masters in International Business and studied Luxury Management at ESSEC Business School in Paris with LVMH.

SKILLS

Luxury Brand Marketing & Management

Business & Category Development

Business Strategy

Strategic Planning

Sales

Training

Business Negotiation

Marketing

Operations

Management

Developing Innovative and Creative ideas that separate you from the rest

BRANDS WORKED WITH

- 1stDibs
- bitchingandjunkfood.com
- Bitching and Junkfood.com
- Consultant - Business Development - Fashion
- Kingdom Come Agency
- MAWI
- The Wilderness Society Australia

Experience

● Senior Business Development Specialist

Consultant - Business Development - Fashion | May 2017 - Dec 2017

Working with brands on their business goals

Solace London : Project Managed - New York Fashion Week SS18 debut, Solace Pop Up Store Shoreditch, NY Press Event.

Huedash: Tech Startup (Partner) Shoppable Influencer App. Strategy Creation and Sales Implementation.

Cats Bros: Business Planning, Process Implementation, Sales and Marketing Strategy



● Business Development Manager

MAWI | Oct 2016 - May 2017

National & International wholesale, and business development for Luxury Statement Jewellery Brand

Marketing and E-commerce development and management

New product platforms, hypothesis driven development and creation,

incl. range planning, product pricing etc.
Strategy and Brand development
Delivering improvement through the analysis of relevant data; analytics, user & competitive research and market trends
Strategic planning to build success of the business, working closely with the CD and MD

- **Interim General Manager (Secondment from Kingdom Come)**

Bitching and Junkfood.com | Jul 2014 - Aug 2014

Bitching and Junkfood.com is a London-based fashion house running their own in-house label, online store, collaborations and blog.

Interim General management while the creative directors stepped out to set the business up for an investment opportunity.

- **Founder - Consultancy and Boutique Sales Agency (Fashion and Jewellery)**

Kingdom Come Agency | Feb 2011 - Apr 2016

Kingdom Come is a boutique agency that delivers tailor-made consulting, communication and sales services representing some of the most directional Australian brands as well as some of the UK's most successful niche labels, with a focus on innovation, design, and quality.

Kingdom Come is the agency to forge, build and sustain your presence in the global fashion scene.

Kingdom Come understands the seriousness of sales and works towards delivering a productive sales strategy for each client. The agency specialises in supporting and promoting emerging and established UK designers and takes a vested interest in helping a brand grow from infancy to making a big splash on the international front.

Management of 6 labels nationally and internationally
Sales planning and forecasting
Business strategy
Product mix, development and new product platforms
Market trends and competitor analysis
Sales analysis
Brand sourcing and curation for retailers
Research and forecast trends
Brand strategy
Supply chain network
E-commerce development
Omni retail analysis

- **Manager**

bitchingandjunkfood.com | Jun 2010 - Dec 2010

- **National Sales Manager**

The Wilderness Society Australia | Jul 2008 - Sep 2009

As National Manager I attained highest turnover in 7 years for the organisation. My program (WD program) was responsible for fuelling 80% of the budget with a turnover of \$13 million a year.

Achieving acquisition targets & all KPI's for the Wilderness Defenders program.

Management of 6 State Managers and 1 HR Manager
And their team of 120 people

Provide strategic planning and policy development for the Wilderness Defender Program in consultation with the Wilderness Defender Program Manager

Ensuring standard training, coaching and development programs are used nationally

Lead and produce a National campaign

Create and drive new fundraising and training programs

Responsible for the development of national staff recruitment, retention and reward programs

Contribute to National management P.L.U (phone link ups) to ensure effective running of the Wilderness Defender Program

Effective human resource management of State Management Team
 Management of fundraising teams through State Managers
 Monitoring the evolution and implementation of current training systems through the State Management Team
 Ensure productive liaison between head of fundraising and WD director
 Ensure accurate reporting from all regional centres
 Ensuring interactions between WDC's and the public represent TWS Inc accurately, responsibly, effectively and in a manner that generates public support for TWS Inc's goals.

● **Regional Director**

The Wilderness Society Australia | Dec 2004 - Jun 2008

Promotion earned whereby I shared responsibility in assisting National Manager and became part of the national management team.

Generated strategies and programs to ensure that budgeted targets are reached within their region through development of the Wilderness Society's defender teams.

Accrued \$9, 120, 076 in revenue for the charity
 Was the highest grossing manager for the period employed by the WD program. Accrued an average of 70 % of all profits to the WD program and The Wilderness Society's national program.



● **Business Development & Strategic Partnerships Manager at 1stdibs.com**

1stDibs | Jan 2018 - Nov 2023

The Most Beautiful Things on Earth E-Commerce - Retail - Tech - Luxury
 1stDibs is a leading online marketplace for extraordinary design. Selling vintage, antique and contemporary furniture, home décor, art, fine jewelry, watches and fashion.

Leading supply partnerships and non standard agreements such as private sales (supply) at 1stdibs across all verticals - Create & Implement strategic framework & process to streamline and capitalise on GMV
 Identify, assess and negotiate partnerships working cross functionally with internal and external stakeholders to ensure successful launch and management

Strategic Partnerships - Source, negotiate and develop multimillion \$ Strategic Partners to the program that deliver GMV commitment, growth and branding opportunities

Global Acquisition - Supply (Jewellery and Fashion - Antique/Vintage/Signed & 21c)

Collaborations and Exclusives

Business Development

Luxury Strategy Creation for Supply, Conversion and Brand Awareness
 Market Analysis & Competitive Positioning - Understands Buying Trends and Patterns

New Category Development
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 Collaborations and Exclusives
 Business Development
 Luxury Strategy Creation for Supply, Conversion and Brand Awareness
 Market Analysis & Competitive Positioning - Understands Buying Trends and Patterns
 New Category Development

Skills: New Business Development · Strategic Partnerships · International Business · Sales Management · E-Commerce · Business Intelligence (BI) · International Sales · Organization Skills · Negotiation · Communication · New Business Opportunities · Business Strategy · Business Development

Education & Training

- 2016 - 2016 ● **ESSEC Business School**
Luxury Management (LVMH) MBA , Luxury Management (LVMH)
- 2016 - 2016 ● **Loughborough University**
European Summer School for Advanced Management,
- 2015 - 2016 ● **The University of Queensland**
Masters Of Business (International), Business and Marketing
- **QUT (Queensland University of Technology)**
Bachelor of Business,