



# Gemma Nestor

Buying Lead

📍 London, UK

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## Links

 [LinkedIn](#)

## Languages

English (Fluent)

## About

Results-driven Own Brand Buying Lead with a proven track record of developing and executing buying strategies, driving profitability, and curating innovative product ranges. Strong leadership skills with a customer-centric approach, fostering collaborative relationships with suppliers and cross-functional teams to deliver exceptional results and enhance the overall brand experience.

### BRANDS WORKED WITH

- ASOS
- Stitchfix UK
- Topshop

## Experience

### ● Buying Lead

Stitchfix UK | Jan 2018 - Now

-Collaboratively researched and launched 3 Private label brands, combining market knowledge and data insights to build the brand's DNA and product opportunities.

-Led and managed the Private Label buying team of 8, overseeing all product categories. Mentoring and coaching to foster a collaborative and high-performance culture.

-Developed and executed seasonal strategies & budgets for total WW private label, maximising sales to 50% mix WW mix and driving growth FY23 H1 units sales +8 vs Budget

-Leveraged data into actionable buying strategies to optimise WW product ranges, identify growth products areas/ opportunities, whilst mitigating stock risks.

-Built and fostered strong partnerships with the supply base based on trust and flexibility.

-Collaborated cross-functionally to align buying strategies with business goals to enhance the customer experience and drive business scale. Advocated for the implementation of a PLM system to help drive efficiencies throughout the total product life cycle



### ● Senior Buyer

ASOS | Jan 2009 - Jan 2018

-Devised and executed strategic buying plans across multiple own-brand product categories

- Developed innovative, compelling, and commercially relevant product ranges.

-Contributed to the overall company strategy, collaborating with senior leadership to ensure alignment with business objectives.

-Managed the end-to-end buying process and built strong relationships with suppliers.

-Worked closely with cross-functional teams to align product strategies with brand objectives

-Lead and coached across multiple teams, creating a positive and collaborative environment

### ● Assistant Buyer

Topshop | Jan 2005 - Jan 2009

-Supported development and execution of the own brand product.

-Collaborating with multiple cross-functional teams: Design, Tech, Marketing & Press

-Assisted in creating buying plans, monitored sales performance, and actions.

- Implemented pricing strategies to maximize profitability.

## Education & Training

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1997 - 2000 ● **Liverpool John Moores University**

Bachelor of Arts, Sociology