



Isabel Atherton

Brand Partnerships Manager at YOOX NET-A-PORTER GROUP (FTC)

London, UK

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About

Experienced Communications and Partnerships expert with 10 years experience working in the luxury industry with a focus on fashion and wellness.

Experience working with the world's leading luxury brands and building strong and successful relationships.

Strong commercial experience with a track record of exceeding.

BRANDS WORKED WITH

- Lyma Full-Time
- Net-A-Porter Full-Time
- Rotaro
- Yoox Net-A-Porter Group
- YOOX NET-A-PORTER GROUP

Experience

- **Head of Global Partnerships**
Lyma Full-Time | Nov 2020 - Mar 2022
- **Senior Associate, Brand Partner Communications**
Net-A-Porter Full-Time | Aug 2019 - Oct 2020
- **Associate, Partners Communications**
Yoox Net-A-Porter Group | Aug 2017 - Sep 2019



- **Brand Partnerships Manager**
Rotaro | Apr 2022 - Dec 2022
Built pitch decks and presented to new partners, managing the onboarding process effectively and efficiently. Negotiated commercial terms and managed all contracts with new partners. Lead co-op marketing projects, securing budget from brands and working with Marketing to execute launches to drive rental performance. Oversaw portfolio of brands, running quarterly reviews and sharing trends and data insights. Management of sales pipeline and yearly forecast with Brand Team and Financial Director.



- **Brand Partnerships Manager - Fine Jewellery & Watches**
YOOX NET-A-PORTER GROUP | Feb 2023 - Now
Responsible for managing and increasing marketing investment from brands within the Fine Jewellery and Watches category across NET-A-PORTER and MR PORTER. In addition I worked with Kering and Thelios on all eyewear accounts. Management of revenue targets, and acted as a adviser for all marketing activity to support brands in meeting their business objectives and commercial goals. Work collaboratively with key areas of the business globally, including Buying, PR, Client Relations and Events to drive brand partner sell-through and customer engagement through campaigns and activities.

Education & Training

- 2012 - 2015 ● **University of Leeds**
Bachelor of Arts (B.A.), Broadcast Journalism

2005 - 2012 ● **Tunbridge Wells Girls' Grammar School**

Politics, English Literature and Drama, Politics, English Literature and Drama