



Myalee Sofield

Wholesale / Retail Business Development Professional

📍 London, UK

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Languages

Danish

Irish

English

About

I am a commercial, highly motivated individual with solid UK and international experience across a variety of industries covering Sales & Marketing, Business Development, Buying & Merchandising, Category/Account Management and Product Development. Extremely driven, with a keen eye for detail and a desire to succeed at whatever I do, I have extensive experience in brand management and development and strategic planning. I am structured in my approach to critical pathway planning and achieve results - implementing new policies and procedures where necessary. I am an excellent negotiator and possess a proven new business development and sales track record, exceptional team building and mentoring skills and am adept at maximising team productivity and bottom-line contribution with a strong understanding of both consumer and partner needs.

BRANDS WORKED WITH

Bibs Trading Uk Limited

Box River Café & Wines

David Jones (Australia) Pty Ltd

DFS Group

Fossil Australia Pty Ltd

Fossil Uk Ltd

Fraser Hart Jewellers (Anthony Nicholas Group)

Swarovski

Watch Station International / Sunglass Hut International

World Duty Free Ltd

Experience

● UK & Irish Country Manager

Bibs Trading Uk Limited | Sep 2021 - Now

Initially responsible for setting up the new UKI subsidiary of the Danish based business, sourcing and establishing a UK warehouse and UK showroom (ensuring all importing procedures and HMRC requirements are being followed), and subsequently creating the UKI business development strategy in order to establish the brand within the UK and Irish markets. Now gradually building the wholesale/retail business through premium partnerships. And responsible for the day-to-day UKI business management: sales and marketing; contracts and agreements; movement of stock, pricing and product forecasting and driving the business to meet the sales and profitability targets as well as the brand positioning for my territory.

● General Manager

Box River Café & Wines | May 2020 - Dec 2021

Joint responsibility for management of family business encompassing two wine shops, a coffee shop and village pub: day to day running of businesses, purchasing and stock control; sales and marketing; staff management, sole responsibility for financial management, analysis and profitability; supplier liaison, negotiation and relationships.

•Launched our first Fine Wine Shop in April at the beginning of lockdown #1 and took back the Coffee Shop from our tenant during first lockdown, re-furbishing and re-launching in July 2020 and then opened a second Fine Wine Shop in September 2020 in a neighbouring village.

•Transformed the Coffee Shop into a takeaway business at the beginning of lockdown #2 and managed to successfully continue trading due to a number of new initiatives launched which became part of the core business since lockdown/Covid restrictions ended

•Also launched the village's first Farmers, Arts & Craft Market in May 2021 which is successfully running on a monthly basis and growing steadily in both vendor and customer attendance.



● Head of Business Development EMEA (Jewellery Solutions & Global Licensing Division)

Swarovski | Oct 2015 - Apr 2020

This was a start-up area of the business where I was responsible for developing and executing the EMEA & UK regional wholesale business strategy for the Company's new Own Label jewellery & watch brand,

Private Label jewellery brands and the Licensed Brand jewellery & watch portfolio.

- Reported directly into the Senior Vice President of Jewellery Solutions and worked with him to create the International Sales and Product Strategy and subsequent international launch of the Adore Jewellery & Watch Brand (a sister brand to the Swarovski Swan Brand) also:
 - Worked directly with the Design & Product Development Teams to create the international Adore assortment with specific input for each new season's collections.
 - Created and set all financial targets for the EMEA region and ensured regular analysis and reporting of the business was communicated to all relevant colleagues and senior directors – demonstrating that sales, profitability and KPI's were all being met.
 - Built and developed the EMEA sales and design teams (coaching and mentoring at all levels), from one person when I initially started to sixteen people who all directly/indirectly reported into me.
 - Created and managed the Merchandise Planning function to ensure sales and inventory targets could be met.
 - Established and built the complete EMEA & UK distribution business model – opening over 30 countries across the region & associated retailers.
 - Created and executed the Marketing Strategy by country and in line with individual retail partner requirements (country-centric)
- I also managed the UK/European Private Label Jewellery Division where I was responsible for:
 - Identifying, pitching and presenting to prospective brands to develop their own label jewellery collections and successfully developed and launched capsule & ongoing collections with:
 - Furla, Reiss, Max & Co., LK Bennett, QVC Germany & QVC UK.. To name a few
 - As Head of Business Development, I was completely responsible for ensuring the critical path was managed from start to finish from design to sampling, to sign off, to order placement, to packaging, to production, to delivery as well as working closely with the sales and marketing teams to help launch the new collections into the retail stores and on-line marketplaces.
- In addition to the above I was also responsible for driving the UK/EMEA Licensed Jewellery & Watch Business from inception to launch.
 - I worked closely with our Brand Partners and in-house Brand Team to ensure all new brand introductions were launched in line with corporate guidelines, created and executed the seasonal and annual sales & inventory plans and helped to drive the marketing and PR by country.
 - I was also responsible for creating the initial distribution strategy and launching the brands into the UK/EMEA region – opening over 30 countries & associated retailers.

● Head of Buying & Merchandising

Fraser Hart Jewellers (Anthony Nicholas Group) | Jan 2011 - Oct 2015

Responsibilities:

- Overall responsibility for developing and driving UK Buying & Merchandising strategies (both short and longer term), in line with management of inventory & OTB system within business across all departments
- Constant reinforcement of existing supplier relationships and development of new ones
- Established buying margins, maximised profitability and stock turn to achieve required targets & plans
- Created strategic plans across all departments to maximise sales and margin opportunities through careful product selection, visual representation and marketing execution.
- Effective communication of Buying strategy to other Senior Management Team members and Board Level Directors with regular updates on progress
- Assisted and instigated development of key marketing initiatives & implementation of plans in line with Marketing & Multi-channel departments
- Specific day to day management and overall responsibility of watch division brands
- Established and created KPI's – mentored, coached and developed office team
- Worked closely with Buyers to ensure we were constantly assessing our current product/brand line up, monitoring the introduction of new products/brands, exiting non-performers quickly and efficiently where required.
- Constant identification of possible in-coming or down trending sales patterns through on-going analysis and market knowledge
- Consistently monitored stores and competition in order to maintain competitiveness & ensure we were offering our consumer a superior shopping and customer service experience

- Direct involvement with training seminars and annual sales conferences, working with Retail Operations Director & CEO to deliver exciting and engaging workshops to keep all store teams motivated and involved in all areas of change.

- Was also directly involved in all new store launches/refurbishments: - created critical path/time and action plans, worked with key brands/vendors to secure door approvals, SDA's (Selective Distribution Agreements), Shop in Shop agreements, product mapping, brand layout and visual merchandising.

● **National Sales & Key Account Manager**

Fossil Australia Pty Ltd | Oct 2009 - Sep 2010

Responsibilities:

- Driving the Australian sales for all brands under my portfolio in order to achieve/overachieve the annual sales targets.
- Management of National Field Sales Team (6 Sales Executives), and relevant budgets and plans
- Management of Visual Merchandise Manager & indirectly the Visual Merchandise Team.
- Key account management of all 'Major' accounts and additionally 'Mini Majors', Specialist Accounts and Boutiques – Emporio Armani, Burberry, Diesel & Adidas o Brand authorisation, brand strategy implementation and management for all brands
- Stock management in conjunction with Planning Dept.
- Product development for exclusive lines and specific ranges
- Marketing of brand/s within territories based on guidelines set by Corporate Office
- Creation of training tools and implementation through training seminars internally & externally
- Customer specific repairs & service documents

● **Divisional Head of Luxury**

Fossil Uk Ltd | Jan 2002 - Sep 2009

Responsibilities:

- Annual achievement of Sales Plans through the management of 4 Sales Managers & 3 Admin Assistants for all of the above brands as well as indirect management of external Field Sales Executives (7 people), 8 Concession staff & Visual Merchandise Team (8 people).
- Budgeting and reforecasting for each brand annually, quarterly and monthly
- Set up of concession businesses (House of Fraser), negotiation, planning, management & input on design/builds
- Achievement of UK and international profit margins set by brand
- Stock management in conjunction with Planning Dept.
- Brand strategy implementation and management for all brands
- Key account management & relationship building
- Product development for exclusive lines and ranges
- Marketing of brand/s within territories based on guidelines set by Corporate Office
- Selection of UK/Irish ranges
- Setting of UK/Euro pricing & budgets
- Complete UK distribution management and authorisation of all brands
- Creation of training tools and implementation through training seminars internally & externally
- Approval and authorisation of all locations for each brand for UK and Irish markets

● **International Watch & Accessories Buyer**

World Duty Free Ltd | Apr 2000 - Dec 2001

Responsibilities: With the abolition of Duty Free there was an urgent need to re-evaluate the entire Watch & Accessories business within WDF and create and implement a completely new strategy for the company.

- Assisted in design and implementation of new Watch & Jewellery Concept
- Introduced new brands and rebuilt Watch business from eroded base due to the abolition of Duty-Free trading
- Strengthen and rebuild where necessary, existing supplier partnerships.
- Set up and establish new supplier relationships.
- Increase profitability of overall department.
- Design and implement new Gatwick South Airside Store Watch con-

cept.

- Set trading standards – display & merchandising.
- Implement new procedures concerning stock handling, repairs, ticketing etc.
- Establish training calendar and drive focus through stores.
- Set up light box rental agreements and revenue generation.
- Develop overall watch & accessories marketing strategy and implement across business.
- Formulate, implement and maintain promotional/marketing calendar.
- Preparation of sales budgets and ongoing maintenance of OTB.
- Ongoing analysis of business, testing of new products and refreshing assortment.
- Management and development of three assistants.
- Management of aged inventory and discontinued lines.
- Ongoing review and update of business strategy. .

● European Watch Buyer

Watch Station International / Sunglass Hut International | Mar 1999 - Apr 2000

Responsibilities:

- Establishment and implementation of Watch Station International strategy – brand new concept for Sunglass Hut International Europe at the time of joining.
- Development, planning and implementation of entire watch assortment for all Combi / Watch Station stores throughout the UK and Europe.
- Direct input & management of financial plans for UK/Europe – sales budgets, gross margin profitability, Open to Buy and inventory control.
- Develop overall watch marketing strategy and implement across business.
- Formulate, implement and maintain promotional calendar.
- Product sourcing and development of international watch brands.
- Formulation of long-term professional relationships with local and international suppliers.
- Execution and implementation of promotional plans including staff incentives.
- Management of aged inventory and discontinued lines.
- Constant communication with District Managers to guide strategy implementation, highlight solutions and refine key objectives.



● Duty Free Buyer

DFS Group | Nov 1994 - Feb 1997

SENIOR BUYER FOR FASHION ACCESSORIES & DESTINATION SKIN CARE

● Wines and Gourmet Food Gifts

David Jones (Australia) Pty Ltd | Jan 1990 - Dec 1993

Regional Merchandise Manager – Destination Products, Bath & Body
March 1997 – December 1998 Assistant Buyer DFS – Local & Fine Jewellery
April 1994 – November 1994 David Jones (Australia) Pty Ltd January 1990 –
1994 Assistant Buyer – Gourmet Food - Local & Overseas Gifts April 1991 –
1994 Wines and Spirits Department Manager – David Jones Market Street
Food Hall January 1991 – April 1991 David Jones Management Trainee
January 1990 – December 1990