



Simon Goodfellow

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Languages

English (Native)

French (Basic)

About

C-Suite executive with a proven track record spanning all areas of Apparel, Sportswear and Footwear markets globally. Commercially aware with a strong track record in sales strategy, accelerated growth, product design and development, wholesale, buying, sourcing and importing goods for retail distribution.

Specialities: Brand & Sales Strategy, Growth Acceleration, Start Up's, Footwear, Accessories & Apparel. Brand Management. Wholesale. Product Sourcing. Trend Analysis. Product Direction.

BRANDS WORKED WITH

- Groa Brand Group Ltd
- Parka London
- Symphony Holdings Limited
- Herbert Mear GmbH
- SKINS
- Hook LDN
- Oliver Sweeney
- Failsworth Hats & Accessories
- Denbies Accessories
- Meller Designs

Experience

● Co-Founder

Groa Brand Group Ltd | Jan 2024 - Now

Co-founder of the Groa Brand Group, a consulting, brand management and investment company helping brands grow and reach their potential.



● Managing Director

Parka London | Jul 2023 - Now

MD of the Parka London brand - With manufacturing routes dating back to 1953, Parka London reimagines classic styles, relevant for modern-day styling.



● Chief Commercial Officer

Symphony Holdings Limited | Aug 2019 - Aug 2023

Overview

As an investment holding and a diverse conglomerate, the Company has been listed on the Hong Kong Stock Exchange since 1995 with stock code 01223. Its current business includes: Travel retail; Brand business; and Financial services.

History

The Company was involved mainly in the manufacturing and marketing of athletic and leisure footwear during the earlier years. Her launch into brand business started in 2001 during which period Converse brand was in the state of insolvency. The Company took over and had Converse' business turned around rapidly. Converse Brand was subsequently sold to Nike in late 2004. The Company then invested in Reebok brand in 2004 and became their exclusive distributor and licensee in Taiwan and China, the Company's long term right attached thereto was eventually sold to Adidas in 2006.

Current Activities - Travel and retail business, Brand Business, e-Commerce and Financial Services.

Current Brands: SKINS, PONY & Arena

● Co-Founder

Herbert Mear GmbH | Feb 2019 - Aug 2020

Herbert Mear is a brand and distribution house based in central Switzerland. Herbert Mear is present in the United Kingdom and Ireland, France and Spain, the Nordics, DACH region (Germany, Austria and Switzerland), Asia and North America providing brand services (product, sourcing, sales, marketing, distribution) to sports and outdoor brands. We provide solutions tailored to the designated goals of the brand.

The goal could be to develop a particular product segment or find new territories and markets. We work with brands as a partner, offering:
Brand creation (logos, corporate look and feel, styling)
Product development (design, silhouettes, fabrics & trims, sampling)
Sourcing (factory selection and briefing)
Marketing (digital, client facing and branding)
Distribution and sales agency (with reach across Europe, Asia, North America and Oceania)

● Global Sales Director

SKINS | Aug 2018 - Feb 2019



● Managing Director

Hook LDN | Aug 2016 - Aug 2018

Inspired by and designed in London, Hook LDN is a British eyewear brand that specialises in creating high quality, style led designs that are influenced by our passions for music and fashion. Born and raised within a music environment, the team behind Hook LDN came together to build a unique and authentic brand with longevity and sophistication. From communicating our stellar relationships with music artists and fashion influencers, to supporting and promoting new creative talent, Hook LDN has a mission to become an integral part of our consumers' lifestyle.



● Commercial Director

Oliver Sweeney | May 2012 - Aug 2016

- Full P&L and total management responsibility for wholesale division across both Domestic and International markets; reporting directly to the CEO
 - Formulation of business plans and brand strategy
 - Ensuring that the division operates within set budgets and targeted profit margins
 - Identification and implementation of new practices, procedures and market initiatives for efficient growth and profit
 - "City Mapping" projects to manage existing distribution and target new channels
 - Retailer brand share and sell-through projects set up to maximise in-season and futures business.
 - Briefing and overseeing design on brand direction, trends, range plan, pricing, concept and product development
 - Styling and management of photo-shoots
 - Art Direction
 - Introduction of new supply chain and production procedures
 - Direction of focussed marketing activities, brand profile, image and PR
 - Driving consistent sales growth throughout key accounts and sales force
 - Overseeing recruitment, selection, training, development and performance management
- Key Achievements:
- Launched brand in to US, Canada, Germany, France, UAE, South Korea, Singapore, Hong Kong, China, Japan, Norway and Netherlands.
 - Instigated and created marketing strategy for Sweeney London brand launch, incorporating brand partners both domestically and internationally
 - Instigated licence model and partner
 - Introduction and recruitment of European sales agents
 - Re-aligned distribution and sales strategy and brand placement within UK and International markets
 - Introduction of wholesale exclusive product ranges for international and UK customers



● Director of Creative & Wholesale

Oliver Sweeney | Jun 2009 - May 2012

- Full P&L and total management responsibility for design and wholesale divisions; reporting directly to the CEO
- Management and implementation of design strategy, brand direction and management, trends, range plan, pricing, concept and product development.
- Coordination and management of external design resources.

- Styling and management of photo-shoots
- Art Direction
- Introduction of new supply chain and production procedures
- Direction of focussed marketing activities, brand profile, image and PR

● Sales & Product Director

Failsworth Hats & Accessories | Feb 2009 - Jun 2009

Responsibilities:

- Managing UK sales of men's headwear
- Responsible for the continued growth of sales.
- Managing key accounts including Arcadia Group, Next, M&S, House of Fraser, Urban Outfitters, Asos.com and John Lewis, plus many of the best independent retailers in the UK.
- Range planning and product development.
- Design and develop customer specific product
- Developed and managed critical path across total business
- Creating and administrating a database of wholesale and consumer contacts.
- Continually looking for new opportunities and developing relationships with potential partners.

Key Achievements:

- Implemented Far East factory supply base strategy, lowering costs and expanding product offering.
- Introduced Fashion element to business through introduction of key high street accounts, such as Arcadia Group and Next

● Account Director

Denbies Accessories | Jun 2008 - Jan 2009

- Responsible for the design and development of a wide and varied range of accessory products – Hats (Casual & formal), gloves (Casual, Leather & Performance), scarves (knitted, woven & fleece), Bags and Small Leathers.
- Departmental head of 8 staff with turnover of £2.5m, supplying Next, Topman, Topshop, DP, Oasis, River Island, ASOS, Miss S, Ted Baker, New Look and M&S Men.
- Develop and maintain successful sourcing and supply strategy.
- Costing and price negotiation across all products, both with factories and customer.
- Senior Management reporting, Stakeholder communication and reporting.
- Management of the whole supply chain process.
- Maintain close relationships with FE factory base through effective communication and visits.
- Trend and sales analysis, trade fairs and comp shop. Initial concept, design and material/colour selection. Detailed product specifications to factories. Presentation and selling of product to customer.

Key Achievements

- Introduction of M&S Men's account
- Increased existing accounts turnover by 50% within 6 month period
- Expanded product offer within existing accounts.
- Secured core leather glove program with Next Men in first season of supply



● Account Manager

Meller Designs | Jun 2002 - May 2008

- The design and development of a wide and varied range of accessory products – Hats (Casual & formal), gloves (Formal & performance), scarves (knitted, woven & fleece), Handkerchiefs, Cufflinks, Bags, Small Leathers and 'Boys Toys' & Gifts.
- Management of team, including Assistant Product Developer, Assistant Merchandiser, Technologist and Graphic Designer.
- Factory and product sourcing strategy
- Costing and price negotiation on all products.
- Management of the Marks & Spencer Menswear and Boyswear accounts
- Collaboration with Brand Designers and Licensors to deliver branded product into the ranges.
- Trend and sales analysis, trade fairs and comp shop. Initial concept, design and material/colour selection.

Key Achievements

- 40% to 60% uplift in turnover across all product departments

- Introduced a core Acrylic Scarf in 2005 that accounted for 20% of all scarf sales within M&S department, generating over £2M in additional sales.
- Successful tenure of M&S Boys Business – Sp07
- Increased profit margins through factory resourcing, resulting in total turnover growth of 15%

Education & Training

1995 - 1998 ● **Nottingham Trent University**
BA Hons,