



Anupam Mishra

Omnichannel Retail | GTM Strategy | Entrepreneurship | Business Development | Brand Partnerships | International Relationships Management | Market Research | Growth Gap Analysis | Data Analytics | Innovation | Project Management | Licensing & Franchises | Customer Success | Multilingual | Growth Mindset

Northwood, UK

[Portfolio link](#)

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Links

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Languages

- English (Native)
- French (Native)
- Dutch (Fluent)
- German (Work Proficiency)
- Italian (Work Proficiency)
- Japanese (Basic)
- Hindi (Fluent)

About

Conducive, empowering and expressive, ignites brand engagement and sets high innovative standards for revenue growth, methodically working through challenges with data analytics to swiftly resolve critical hindrances to advance the business and strategize international expansions. Emotionally intelligent leader and coach, rallies the team to perform and be accountable, encourages skills development. Thrives in a fast-paced environment, designing simple solutions to complex issues. Avid listener, confident entrepreneur and clear communicator, plans and takes a tough stance in high level negotiations. Management expert in combining strategy, technology, creative design with deep industry expertise and insights to develop business models of the future.

I earned a Global Executive MBA focused on international business management, disruptive business models, innovation, and entrepreneurial finance, and was runner-up in the HULT Business-school business challenge.

EXAMPLES OF BRANDS MANAGED

Antwerp Diamonds, Hermès, Montblanc, Gucci, Rolex, Breitling, etc
Luxottica Eyewear (Prada, Giorgio-Armani, Versace, Bulgari, Burberry, Dolce-Gabbana, Rayban, etc)
Safilo Eyewear (Christian-Dior, Jimmy Choo, Fendi, Givenchy, Marc Jacobs, Max-Mara, etc)
Bally, Church's, Fratelli-Rossetti, Moreschi, Geox, Clarks, Loake, Timberland, etc
Fauchon, Maxim's de Paris, Hediard, Corne 1932, Leonidas, Aksum Coffee House, etc

SUMMARY OF RETAIL MANDATES

Commercial Director, Head of Commercial, Head of Commercial Development
Business Development Manager, Head of Business Development
Head of Project Development, Head of Sales
Chief of Customer Care

COUNTRIES & SECTORS

Austria, Belgium, Germany, India, UK, US
Diamonds & Jewellery, Premium-Branded shoes, Fashion & Accessories, Fine-food, chocolates, wines

RETAIL & BUSINESS EXPERTISE

Strategic Planning, Business Modeling, Business Management
Brand Management, Luxury Brand Marketing, Duty Free Retail
Commercialization, Commercial Management, New Store Development
Customer Engagement, Sales, Revenue Streams
Innovation Management, Change Management, Store Design

BRANDS WORKED WITH

- Gautam Group Full-Time
- Amish Retail Management Consultants
- Lightspeed Commerce

Experience

● Managing Director SME's - Retail Business Development Strategy & Commercial Management

| Jan 2020 - Now

Selflessness is the key to share and give others our best. For that reason, I started a consulting firm to share my lessons learned in business development and retail operations where complex problems are daily occurrences and business growth is built on best-in-class customer service.

COLLABORATIVE CONSULTING SERVICES

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Brainstorm innovative solutions to volatile and ambiguous scenarios.
Offer thought leadership in disruptive and innovative strategies.
Identify and build new revenue growth engines for business continuity.

Match customer service strategy to sales channel & customer demographic.

Collaborate on due diligence and RFP's for new commercial contract agreements.

Explore and secure brand partnerships to complement and expand existing portfolio.

Scrutinize retail flow and carve optimal strategy to boost revenue and brand image.

MAJOR MILESTONES

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Landed new commercial contracts including unit in A+++ retail zone at Brussels airport, Belgium

Signed exclusive country-based distribution agreement with a global brand- FOREVERMARK (a subsidiary of De Beers Group)

Negotiated new airport retail contracts for client in duty-free luxury jewellery.

see less

● **Head of Global Retail & Business Development Brand Awareness, Sales Strategy, Change Management**

Gautam Group Full-Time | Feb 2002 - Dec 2019

(Peak leadership scope: 16 direct and indirect reports, managed retail portfolio of over £30 M)

Pushed business diversification into new retail industries, grew brand footprint internationally, planned for revenue growth, adapted business models to retail channel and location. Known as a tough negotiator procuring distribution and commercial lease agreements in key markets to propel profit.

SYNOPSIS OF IMPACT TO RETAIL OPERATIONS

Delivered sustainable revenue model for "Antwerp Diamonds" brand in Belgium.

Played dominant role in competitive bid and acquisition of Bally franchise.

Expanded product categories to boost consumer engagement, sales, and market share.

Matched sales strategy and product selection to client demographic in high traffic locations.

Secured partnership agreement with Leonidas chocolates and opened 3 retail boutiques.

Built franchise model for Aksum Coffee House - #1 in Belgium by Trip Advisor.

Acquired IP rights to expand coffee franchise into Europe, Asia, and US.

Bargained long-term leases (up to 36-year term) with rent scaled to operating income.

Established jewellery factory in India to support sales in Europe and US.

EXAMPLES OF BRANDS MANAGED

Antwerp Diamonds, Hermès, Montblanc, Gucci, Rolex, Breitling
Luxottica Eyewear-Prada, Giorgio-Armani, Versace, Bulgari, Burberry,
Dolce-Gabbana, Rayban

Safilo Eyewear-Christian-Dior, Jimmy Choo, Fendi, Givenchy, Marc Jacobs, MaxMara

Bally, Church's, Fratelli-Rossetti, Moreschi, Geox, Clarks, Loake, Timberland

Fauchon, Maxim's de Paris, Hediard, Corne 1932, Leonidas, Aksum Coffee House

VARIED BUSINESSES & LOCATIONS

Gautam Diamonds (Brussels, Vienna, and Munich International Airports)

Gautam Fashion (Brussels Airport and Brussels City Centre stores)
Chocobru sprl (Brussels)

Gautam Fashion (Brussels Airport)

Gautam Group (Munich International Airport)

Gautam Jewels Pvt Ltd. (Mumbai International Airport)
Gautam Gems Smuckhandels (Vienna International Airport)
Gautam Diamonds & Jewels (Munich International Airport)
Bally Shoes (Brussels Airport)

see less

- **Self Employed**

Amish Retail Management Consultants | Feb 2023 - Now

(Currently negotiating contracts for prime locations in London for an Italian heritage retail brand “| £3.5M CapEx | £1.1M OpEx | £500K P&L)

Creating a comprehensive market entry strategy while supporting international retail brands in achieving their expansion goals in the United Kingdom and the broader EMEA region.

Assisting in value creation, acquisitions and international mergers through value driven alliances and partnerships



- **Partnership Development Manager - Retail(UK & EMEA)**

Lightspeed Commerce | Aug 2022 - Jan 2023

Lightspeed is a NYSE listed global leader in the space of omnichannel retail SaaS solutions, present in more than 110 countries around the world.

Defining new growth opportunities in the Retail and E-Commerce partner ecosystem for Lightspeed by conducting market research and creating a local go-to-market strategy to further secure our market leadership in line with Lightspeed strategic vision

Developing and managing a strategic pipeline of new partners to deliver the UK market strategy by working with go-to-market and product leaders

Education & Training

2017 - 2019

- **Hult International Business School-London**

Global Executive MBA, Business Management & Entrepreneurship

- **Bhilai Institute of Technology**

Bachelor of Engineering, Electronics

2019 - 2019

- **Global Innovation Management Institute, Massachusetts (USA)**

Innovation Associate, Entrepreneurial Innovation