



Rory Gleeson

Senior Sales Guardian/Key Account Manager (UK & Int) - Ted Baker

London, UK

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Links

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Languages

English (Native)

About

A Key Account Manager with extensive Wholesale and Retail experience earned over 20+ years working in Men's Fashion. An enthusiastic, affable and socially outgoing personality with a driven and honest work ethic, somebody who thrives in the communal work place but is also an independent thinker, strong willed and empathetic to colleagues and customers alike.

"Raised" on the shop-floor, i worked in my family owned Independent retail stores from 16 to 31 working my way from stockroom assistant to General Manger in those years. My roles included, but were not limited to, Store Manger, Buyer, E-comm Manager and Stock Controller and mostly all at the same time. In this time we operated 3 stores including 2 G-Star Raw franchises.

At 31 i decided to embark on new adventure in London. With this came a career realignment and a move into Wholesale working for 2 iconic British brands. Using the skills and lessons learnt in Retail and applying them to a Wholesale prism has allowed me to develop a rare and valuable ability to see and understand the overall picture from many angles. I believe this has helped me develop strong relationships and understanding with customers and co-workers and bring a unique point of view to my role.

I am hugely interested in product development and helping to implement innovative strategies to develop business beyond the classic supply & demand servicing. I am keen to be involved and support business' to explore more sustainable and altruistic ways of working and ultimately aiming to make the world a better place one Menswear piece at a time.

BRANDS WORKED WITH

Ben Sherman

Industrie Clothing

Ranove Investments - Raidar/G-Star Raw (Franchise Stores)

Ted Baker

Experience



● Senior Sales Guardian/Key Account Manager (Men's categories)

Ted Baker | Apr 2019 -

Senior Sales Guardian across Men's categories for Ted Baker including Menswear, Formalwear, Men's Accessories and Golf.

Responsibilities include:

- Drive sales within Major (Key), Independent (UK & Irl) and International House Accounts
- Key accounts include John Lewis, Moss Bros., ASOS, House of Fraser (Sports Direct), Shop Direct/Very, Slaters Menswear, Zalando, The Label (Next), Fenwick, The Hut Group
- Product development in conjunction with Design, Production and Buying departments
- Developing seasonal plans and campaigns with Marketing department to maximise trade opportunities
- Develop and implement key trading strategies with the leadership team to maximize trade opportunities
- Grow the seasonal order book value and increase Trustee base.
- Manage seasonal stock levels and develop strategies to reduce cumulative FTS.
- Arrange Stock Swaps, Sale Buys and raise credit notes
- Line manage Junior Sales Execs and Admin Assistants.
- Analyse and report on seasonal performance, weekly trade and compile regular best-selling presentations
- Work within a team to maximise efficiency of administrative tasks including data analysis, data cleansing and contact list updates
- Manage the setting up of showroom ahead of selling campaigns
- Creating seasonal line sheets on NuOrder system



- Arranging store visits, staff training and VM guides for both Department Stores and Independent customers

- **Sales Guardian/Account Manger- Formalwear & Accessories**

Ted Baker | May 2018 - Apr 2019

- **Sales Guardian/Account Manager - Men's Accessories**

Ted Baker | Dec 2016 - May 2018

- **International Wholesale Executive**

Ted Baker | Mar 2016 - Dec 2016

- **Wholesale Account Executive**

Ben Sherman | Jan 2015 - Jan 2016

- Responsible for Account Management of Key Accounts and Independent stores across UK & Ireland and EU Distributors
- Manage accounts on a day-to-day basis – stock inquires, delivery shortfalls, payment issues, stock swaps, re-orders and any other business
- Conduct showroom sales appointments
- Manage showroom calendar
- Conduct showroom sales appointments
- Conduct store visits for training, visual merchandising and sales appointments
- Order entry on NuOrder and/or Styleman systems
- Collate sell through information into weekly, monthly and seasonal commentary and reports
- Critical analysis/reporting of seasonal product performance from a technical and commercial pov
- Forecasting sales for Global Buys
- Produce SWOT analysis on UK market and competitors
- Attend trade shows
- Source new business opportunities
- Engage with Marketing to maximise campaign exposure
- Workshop SWOT with Design, Marketing and Merchandising during and after season
- Compile store analysis reports for new and existing business
- Sending out seasonal POS and sales assets
- Arranging sample sets for e-comm customers

- **Store Manager**

Industrie Clothing | Jan 2014 - Jan 2015

The day to day running of the European flagship store, hiring and retaining staff, meeting and exceeding targets, scouting locations for potential expansion, stock control, visual merchandising and retaining and sourcing new customers through marketing and events.

- **General Manager/Buyer/E-Comm Manager/Visual Merchandiser**

Ranove Investments - Raidar/G-Star Raw (Franchise Stores) | Jun 2000 - Sep 2014

- Responsible for the day to day running of 3 independent multi-brand Menswear stores including 2 G-Star Raw franchise/licence stores between 2003 and 2012.
- Developed the business to a €2m+ yearly turnover
- Overseeing up to 30 members of staff throughout the year.
- Became the Senior Buyer across all 3 stores. Brands stocked through the years in the stores include G-star Raw, Fred Perry, Farah, Lyle & Scott, Pretty Green, Timberland, Stussy, Superdry, New Balance, Selected Homme, Original Penguin, Edwin, Schott, Carhartt
- Managing the Visual Merchandising team to ensure consistently high standards across all 3 locations.
- Implemented staff training and development plans
- Responsible for hiring and developing store staff.

- Stock management
- Daily financial reconciliation