



Laura Atkinson

Head of Wholesale

London, UK

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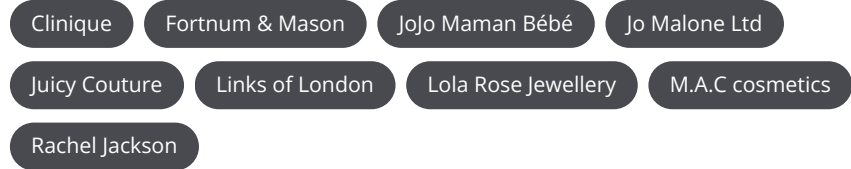
Languages

English (Native)

About

I am a positive and tenacious sales professional with almost 20 years' experience in the retail sector. I always strive to achieve the highest standard possible, at any given task. I possess excellent communication skills and have the ability and experience to deliver results and develop successful teams.

BRANDS WORKED WITH



Experience



● Head of Sales

Rachel Jackson | Jan 2020 - Now

- Responsible for budget planning and commercial strategy of Wholesale, Online Partners and Selfridges Ox St Concession.
- Grew wholesale channel by 28% and 13% on sales plan for 2022.
- Full responsibility for wholesale new business with successful acquisition and continued development of key customers including Liberty London and Anthropologie.
- Management of Online Platforms; Selfridges, John Lewis and Very.com, including sales analysis, range planning and negotiating optimum online visibility.
- Led the Selfridges Concession team in first year of trade - setting KPIs, training initiatives and operational processes, achieving +4% on 2022 sales plan.
- Planning expansion into international markets, including new Australian distributor for 2023.
- Member of the SMT, contributing to over-arching business strategies and initiatives, highlighting the differing needs of each sales channel.
- Relationship management of existing accounts to maximise business opportunities.
- Developing and improving route to market alongside Product Development and Marketing teams in order to move to a pre-order model.
- Providing feedback on new collections to ensure maximum commerciality for all sales channels.
- Holding seasonal appointments via showroom and in-store appointments.
- Development and coaching of Wholesale Co-ordinator and providing of operational support to the despatch team with regard to fulfilment requirements of wholesale and online customers.



● International Trade Commercial Manager

JoJo Maman Bébé | Jan 2018 - Jan 2020

- Headed the International Trade team, with an annual budget of £3.5M.
- Formulated trade growth strategies, sales forecasts and objectives.
- Developed and strengthened relationships with key accounts to maximise business opportunities in Europe, MDE and USA. Key accounts included: Zalando, Next Label, Namshi, Landmark Group and Zulily.
- Launched MDE region in 2019 – contributing £800K in invoiced/planned sales to date.
- Onboarded Next Label in Europe in SS20 – first season sales plan £200K.
- Negotiation of appropriate business terms for new key accounts.
- Identification of new business opportunities across eCommerce, retail stores (large scale department & small boutique) alongside flash sale/outlet sites.
- Worked with Buying and Merchandising to build wholesalespecific ranges.
- Management of US Sales Reps based in; New York, Dallas, LA and Atlanta.

- Identification of appropriate international trade shows including bi-annual participation of Children's Club trade show in New York.
- Implementation of critical path and seasonal route to market.
- Oversaw production of marketing materials and development of the international trade website.
- Developed and managed the sales team to achieve departmental targets and objectives.



● Interim Sales Executive, Childrenswear

Juicy Couture | Feb 2016 - Jul 2016

- Account Management of Childrenswear and Baby categories. Key accounts included Harrods, Selfridges, Childrensalon and Alex & Alexa.
- Management of critical path to take new season collections to market.
- Analysis of sell thru reports to identify trends, maximise sales and provide feedback.
- Preparation of seasonal sales budget for childrenswear.
- Identifying new sales opportunities across UK and Europe.

● Senior Sales Manager

Lola Rose Jewellery | Jan 2016 - Jan 2018

- National Account Manager for Fossil, House of Fraser – growing store presence by a third, to 30+ locations in 6 months.
- Responsible for profile account; Harrods, Harvey Nichols and Fortnum & Mason.
- Drove new business both locally and internationally.
- Tracking and reporting on sell thru performance to maximise and drive sales – implementing training and providing support with instore events, promotions, VM, incentives and GWPs.
- Driving product development for store exclusives and bespoke projects.



● Client Sales and Services Manager

Fortnum & Mason | Jan 2015 - Jan 2016

- Leading the Client Sales & Services Team (core team of 4, increasing to 36 in Q4) in delivering sales targets, finishing +16% on the year. Annual budget of £10M, £5M in Q4.
- Weekly reporting and analysis of sales performance.
- Responsible departmental marketing budget, assisting in planning of the yearly campaign, and monitoring spend.
- Overseeing internal development projects, including external events and networking opportunities to maximise pro-active sales opportunities.
- Identifying and developing potential sales leads in order to achieve sales targets.
- Presenting sales performance at weekly trade meetings and attendance of brand strategy presentations.
- Liaison with key internal functions including Marketing, Events, IT, Logistics and Recruitment to continue to develop and improve the Client Services proposition.
- Account management of high profile, corporate and VIP customers.



● Corporate Business Manager

Links of London | Jan 2012 - Jan 2015

- Responsible for driving Corporate Sales growth and profit in the UK in line with the company's objectives and agreed UK budget plan.
- Formulating and driving commercial strategy for the corporate gifts programme.
- Preparation of annual Corporate Sales budget for the UK.
- Management and development of marketing strategy for the Corporate business, including brochures, direct mail, advertising, web marketing, events and trade shows.
- Management of bespoke projects including the production of the Premier League Champions Medals.

● Assistant Corporate Sales Manager

Jo Malone Ltd | Jan 2007 - Jan 2012

- Responsible for generating corporate sales in the UK, maintaining existing client relationships and securing new business to achieve sales targets.

• Management and implementation of Jo Malone events, working to/negotiating on budget, including client evenings, corporate networking events and high profile off-site events in order to promote brand awareness.

- **Events Assistant**

Jo Malone Ltd | Jan 2005 - Jan 2007

- **Marketing Assistant**

M.A.C cosmetics | Jan 2004 - Jan 2005



- **PR Intern**

Clinique | Jan 2004 - Sep 2004

Education & Training

2000 - 2003

- **University of Plymouth**

Bachelor of Arts,