




# Andrey Voronkov

## Emba, Cmgr

International multi-channel expansion

 London, UK

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### Links

 [LinkedIn](#)

### Languages

English (Fluent)

French (Fluent)

Russian (Fluent)

### About

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Fashion Retail Executive with a proven track record of driving growth and transformation in the dynamic UK and International retail landscape. I possess a unique blend of expertise in strategic leadership, operational excellence and digital innovation, consistently exceeding organisational objectives.

Throughout my career, I have demonstrably:

- Streamlined supply chain processes, resulting in a 15% reduction in lead times and an 18% decrease in logistics costs
- Implemented innovative omnichannel strategies, leading to a 16% year-over-year increase in online sales and a 30% improvement in Return on Ad Spend (ROAS)
- Spearheaded the launch of a B2B online portal, driving a 15% expansion into the EU market and a 45% growth in wholesale distribution

I am a passionate leader who fosters a culture of collaboration, continuous improvement and accountability. I am adept at building high-performing teams and navigating complex business environments to achieve shared goals.

I am actively engaged in the fashion retail industry and I welcome the opportunity to connect with leaders and peers who share my passion for driving growth, digital transformation and global expansion in this dynamic sector.

Worked with global luxury and high profile retail brands (Diesel, G-Star, Vilebrequin, T.M.Lewin, to name a few) including the diversity of tasks from store management, start-ups, pop-ups, airports, outlets, e-commerce, wholesale, multiple retail operations to brand strategy development across multi-channels.

Special projects: centric CRM strategy and tailored IT omnichannel programme implementation (POS systems and inventory management, features such as "ship from store" and BOPIS).

Holds an Executive Master of Business Administration (Fashion) from London College of Fashion Business School (EMBA). Chartered Manager (CMI).

Skills include:

Retail Operations, Trend Analysis, Sales Development, Finance Management, E-commerce, Outlets, Communication & Technology (CX+UX)

Strategic Marketing Management

Digital Transformation implementation

Customer Relationship Management (CRM)

B2B & D2C distribution

Global Supply Chain Management

Omnichannel Strategy

Product Portfolio Management

Team Leadership and Human Resource Management

Project Development

Attitudes:

Curiosity, Empathy, Agility & Commercial/Analytical Mindset

BRANDS WORKED WITH

Diesel

Overland Shoes Limited

Socksmith

T.M. Lewin (SCP — Torque Brands)

Vilebrequin (Gill Apparel Group)

World Design & Trade Limited

### Experience

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## ● General Manager Europe

Socksmith | Jul 2020 - Dec 2022

and P&L. Providing the board with updates on strategic growth initiatives and progress. Principle duties include development and management of operations, both in retail and wholesale, and cover E-commerce, the use of efficient financial tools and market data analytics, all aspects of supply chains, omni-channel strategies, based on holistic consumer centric approach. Achievements

- Online +16% vs LY – by KPI and site developments (inc. agency management)
- Wholesale 15% vs LY (expansion into EU +45% vs LY), set up B2B online portal
- Marketing ROAS maximised by +30% vs LY
- New 3PL partner set up in EU, post Brexit changes, improving lead time and reducing costs

## ● International Franchise Retail Manager

T.M. Lewin (SCP — Torque Brands) | Jan 2020 - Jul 2020

global, regional, and local levels through all aspects of franchise policies. Market and real estate analysis. Accountability for the financial performance and review (100 locations in 16 countries), P&L and KPIs. Store portfolio management (new openings/closures, asset recovery). Marketing support - campaign and associated collateral for partners. Supervising expansion programs (Greece and Russia). Reporting to board members. The Company went into administration as the result of the Covid-19 crisis.

## ● Head of Retail

Vilebrequin (GIII Apparel Group) | Jul 2016 - Sep 2019

team of 20 with a turnover of £4m. Project Leader — 'Store to Web' project in Europe, part of omni-channel strategy, reporting to COO. Set up the roadmap of 6 pilot stores (across the UK, France, Spain, Italy & Monaco) to integrate new online technologies, followed by deployment in the USA. Worked directly with CEO, COO, CTO and board members.

## ● European Retail Operations Manager /Merchandising

Overland Shoes Limited | Feb 2012 - Jul 2016

Chasseurs, G.H. Bass & Co., Karl Lagerfeld Footwear). Management of outlets in Europe with a turnover of £5.5m. Partnering with European and UK directors/store managers on retail operations and strategic processes. Responsible for business compliance across the regions. Worked closely with European outlet centers. Achievements

- Opened 6 outlet shops in 18 months (Netherlands, France, Spain, Germany & Belgium)
- Revenue increased from £650k to £5.5m in 3 years
- G-Star Raw footwear business revenue increased and license was sold back in-house

## ● Area Manager/Store Manager/Assistant Manager

World Design & Trade Limited |

Achievements

- Sales +12% on LY
- Reduced stock loss to 0.7% from 3.8%
- Area Manager - 3 locations in Central London
- Combined turnover of £4m, responsible for teams of up to 20



## ● Assistant Manager/Supervisor/Head

Diesel |

Business Metrics for Data-Driven Companies (Duke University (US) online professional course certificate) — exploring best practices for data analytics to enhance competitive advantage and profitability.

## Education & Training

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- **London College of Fashion**

Postgraduate Certificate in Fashion (Buying & Merchandising),

2018 - 2022

- **University of the Arts**

Executive MBA, Fashion business & administration