



Jai Patel

Accomplished leader specialising in Retail Excellence, Omnichannel Development, Associate Growth and Transformative Consumer Experiences for consumer facing brands.

📍 Amsterdam, Netherlands

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Languages

English (Native)

Gujarati (Basic)

About

20+ years spearheading successful retail strategies and cultivating exceptional store experiences for top tier fashion brands.

I am a dynamic leader recognised for my ability to connect, inspire and bridge gaps to elevate performance.

My innate talent for coaching and mentoring has consistently empowered large and diverse teams to reach their maximum potential, fostering an environment of continuous growth and success.

Hard Skills:

Retail / Omnichannel Development
Operational Efficiency & Excellence
Process Implementation
Brand & Business Growth Strategies
Market Trend Analysis
Consumer Behaviour & Insights Analysis
Strategic Visual Merchandising
Loss Prevention Strategies
Effective Inventory Management
P&L Management & Budgeting
Data Mining & Analytical Proficiency

Soft Skills:

Visionary Leadership
Effective Interpersonal Communication
Collaborative Team Player
Expert Coaching Abilities
Talent Development & Training
Engaged Stakeholder Management
Proactive Relationship Builder
Organisational Planning & Execution
Champion of Diversity & Inclusion
Strategic Decision Making

Professional Courses:

Cross Cultural Leadership
Efficient Personal Performance
Strategic Development Driver
Team Effectiveness
Franklin Covey Leadership Principles
Active Listening & Constructive Feedback
Proficient Project Management
S I Y : Mastering Personal Development
Dynamic Presenting & Influencing
Courageous Feedback Advocate
Championing Growth Mindset Leadership

Awards / Recognition

Young Enterprise Scheme, QCF Level 0-3
Experiential Learning
Commended, Global Zara CEO
Commended, Global Nike Leadership
Unleashing Innovation, Operational Excellence
Certified, First Aid at Work
Complies Champion
Achieved Fastest 10k Runner, Nike Stores
Winner of Bupa Great Run, Male Category
Charity Strong Viking Obstacle Race 19k
Company Male Winner, Dam to Dam Race
Completed Amsterdam Half Marathon
Completed New York Marathon

Hobbies/Interests:

Passionate about Sports & Fitness
Dedicated to Personal Well-being & Mindfulness Practices
Fascinated by Consumer Journeys & Experiential Exploration
Keen interest in Personalisation & Customisation
Enthusiastic about Traveling & embracing different Cultures

BRANDS WORKED WITH

Gio-Goi

ILVA

Next

Nike

PVH Corp.

Selfridges

The Bicester Collection

ZARA

Experience

- **Senior Omnichannel Development + Business Operations : Tommy Hilfiger Global, Calvin Klein Europe**
PVH Corp. | Aug 2017 - Jul 2022
Linking Store Operations, Process Enhancements, Consumer Experience + Store Associate Digital Training
- **Omnichannel Transformation, Operations Manager : Tommy Hilfiger & Calvin Klein**
PVH Corp. | Feb 2016 - Jul 2017
- **Retail Operations Project Manager : Tommy Hilfiger & Calvin Klein**
PVH Corp. | Apr 2014 - Jan 2016
- **Retail Operations Specialist Tommy Hilfiger**
PVH Corp. | Sep 2012 - May 2014
- **Brand Manager, Flagship**
Gio-Goi | Aug 2011 - Jul 2012



Conceptualised a robust roadmap and strategy to establish a strong brand identity while ensuring optimum resource utilisation. I was responsible for charting a successful growth strategy in the retail environment, fostering positive PR and media relations, and facilitating cross-functional alignment with sales and store operations.

Some of my key achievements and contributions:

Partnered with global artists and celebrities such as Stone Roses, Pete Doherty, Amy Winehouse, Rihanna, and Kate Moss to connect the brand with music industry and heritage.

Orchestrated the launch of new retail concept stores, transitioning from traditional wholesale set up to offer innovative store experiences.



- **Retail Store Manager**
Nike | Jun 2008 - Nov 2011

Ensured smooth running of store operations to maximise sales, minimise costs, and enhance consumer journeys. I developed effective store launch strategies, coached team of 40 personnel, and connected local and global sporting moments to build consumer connections. I administered budget, allocated resources, and realigned store layout, product launch, and pricing strategies based on market trends and customer preference.

Some of my key achievements and contributions:

Established 2 new stores from the ground up, increased store sales revenue by 20% YOY, and introduced Nike Retail strategy live in stores.

Led brand awareness efforts by creating an active sports community in partnership with local sporting heroes as well as spearheaded successful launches of key global products.

Oversaw professional global athlete relationships. Leveraged local sporting moments with the community to promote "Every Person Who Has A Body Is An Athlete" motto.

Acknowledged by global senior leadership for leading successful store launches before deadlines.



- **Retail Manager**

Selfridges | Jan 2007 - Jan 2008

82M STORE : 16M FLOOR : (TEAM OF 60)



- **Sales Manager + Project Lead**

ILVA | Jan 2006 - Jan 2007



- **Department Manager**

ZARA | Jan 2005 - Jan 2006



- **Department & Sales Manager**

Next | Jun 2000 - Nov 2005

Jun '00-Apr '02 Senior Sales Consultant, Preston
Store MAT 10m
May '02-Jan '04 Menswear & Childrenswear Dept. Mgr. Southport
Store MAT 5m Floor MAT 2.3m
Feb '04-Apr '04 Childrenswear Dept. Mgr. Wigan
Store MAT 5m Floor MAT 1.3m
May '04-Oct '04 Womenswear Sales Mgr. Manchester Trafford Centre
Store MAT 26m Floor MAT 12m
Nov '04-Mar'05 Womenswear Dept. Mgr. Manchester Trafford Centre
Store MAT 26m Floor MAT 12m
Apr '05-Sept '05 Womenswear Dept. Mgr. Ashton Snipe Retail
Store MAT 5m Floor MAT 2.2m
Sept '05-Nov '05 Menswear Sales Mgr. Manchester Trafford Centre
Store MAT 26m Floor MAT 8.5m

Teams of up to 120



- **Head of Operations _ Clienteling _ Shopping Village Experiences**

The Bicester Collection | Aug 2022 - Now

Luxury Brands Portfolio - Alexander McQueen, Bottega, Burberry, Balenciaga, Breitling, Christian Louboutin, Jimmy Choo, Cartier, Dior, D&G, Fendi, Gucci, Loewe, Moncler, Penhaligons, Prada, Saint Laurent and many more.