



Saab Gurnam

Accomplished, adaptable and versatile professional with 20+ years of success engaging with top-tier clients and brands.

📍 London, UK

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Languages

English (Native)

Panjabi (Fluent)

About

Proven track record of driving top-line growth and optimizing key performance indicators through meticulous analysis of business performance. Implemented strategic initiatives to ensure positive results, demonstrating a keen understanding of the interplay between business analytics and overall success. Instrumental in quickly grasping and utilising new technical concepts productively while staying at the forefront of rapidly evolving technologies and tools to provide virtual selling and service. Equipped with a strong work ethic and a proven ability to multitask in a fast-paced environment to achieve corporate objectives. Exceptional relationship-building and communication skills are evidenced by the ability to establish and nurture collaborative relationships.

Key Accomplishments:

Achieved consistently high Net Promoter Score (NPS) results through strategic leadership and proactive team management, Identifying real-time training needs for both individual team members and collective units to ensure the continual delivery of exceptional shopping experiences for customers. Recognised and praised high performers and tailored training to support the development of team members requiring assistance.

Spearheaded robust sell-through rates of high-performing SKUs and categories, targeting a 70% to 100% sell-through rate by leveraging data analysis to identify trends and strategically orchestrating inter-branch transfers to meet customer demand across the region.

Elevated conversion rates from single digits to double digits through the implementation of comprehensive customer experience initiatives and targeted product training, resulting in the delivery of exceptional shopping experiences. Utilized money mapping and sales data analysis to strategically manage product placement, driving commercial success and maximising sales opportunities.

Effectively managed controllable costs, specifically labour costs, maintaining them at a targeted 15% as outlined by company guidelines. Developed scheduling strategies aligned with seasonal trading patterns to optimise productivity and ensure an appropriate staff ratio relative to foot traffic.

Significantly increased Omnichannel sales contribution from 10% to 50% post pandemic by meticulously measuring and aligning the speed of order fulfilment with the company's target of next-day dispatch.

Successfully reduced shrinkage at Diesel from 2% TO 0.7% through strategic inventory management.

Contributed to people performance management tools fostering constructive and fair approaches to personnel development.

BRANDS WORKED WITH

- Rails
- Diesel
- Guess Europe Sagl
- House of Fraser
- John Richmond
- Levi's
- Accessorize UK

Experience

● Area Manager UK/Europe

Rails | Sep 2022 - Jan 2024

In my role, I proactively contributed to the enhancement of business analytics by developing specialized tools for our strategic managers. These tools empowered the team to conduct in-depth analyses of key business metrics, enabling more informed decision-making processes. I played a pivotal role in equipping our leadership with the necessary insights to navigate challenges and optimise business strategies effectively. Additionally, these tools facilitated a comprehensive understanding of KPIs, allowing managers to track and evaluate performance more accurately and make data-driven decisions for sustained business success. I also initiated and developed people management tools, ensuring alignment of staff with company expectations as well as fostering personal development across all staff members, emphasizing a commitment to

enhancing skills and professional growth.

Having excelled in supporting Wholesale and Retail Expansion, successfully setting up pop-ups in prestigious locations like London Harrods and Amsterdam De Bijenkorf. I played a pivotal role in the store opening in Antwerp, implementing a comprehensive induction plan and supporting the retail team with set-up. Additionally, I developed practical business tools for store managers, empowering them to understand their business better and make informed decisions.

One of my significant achievements was creating a VIP shopping experience, leveraging contacts and resources to drive high productivity in my European market.

I've consistently demonstrated self-drive and motivation, despite the significant time difference, I embraced the challenge of working across different continents, adapting to a new way of working that required self-initiative and effective communication. Navigating the absence of face-to-face support and live interaction, I successfully maintained seamless collaboration and information flow between regions, contributing to the cohesive functioning of our global team.



● Dual Site General Manager

Diesel | Sep 2016 - Jun 2022

In this role, I lead a cross-functional agile team to manage two high-profile retail locations with a keen focus on delivering sprint objectives within a progressive, competitive sector through effective time management. One of my main duties is to ensure the provision of exemplary customer service by consistently monitoring store performance through customer feedback programs and weekly and monthly training topics. I also surpass budgeted profit goals by empowering, engaging and steering staff while building strong customer/client relationships via brick-and-mortar and online. In addition to the above, I facilitate and organise operational events and procedural planning; and develop next-gen brand ambassadors from the existing talent pool.

A few of my notable accomplishments are:

- Slashed shrinkage by 1% in each location via effective stock management and strict security compliance.
- Recognised and captured three new opportunities to boost market share as part of brand strategy through strategic planning by using a critical path for all involved in the project, building new teams from management to in-house assistants, engaging with contractors, suppliers and logistics as well as ensuring all conformance of health and safety measures.
- A led project of selling 280 square meters of space to accommodate a highly curated collection to prepare for the installation of spring summer 2022 Glenn Martens's first fashion show collection; featured in Vogue Online, Vogue Runway, Hypbeast, BOF, WWD online, Le Monde and Le Figaro.
- Retained in-house talent pool through training and development, involving extensive succession planning. Key role in enabling multiple team members to earn promotions to senior roles or transition to cross-functional departments within the organisation.

● Area Sales Manager

Guess Europe Sagl | Jun 2008 - Mar 2016

During this role, I defined new store opening critical path and oversaw end-to-end opening process from selecting suitable new locations, product assortment, visual props, recruitment, and inventory management to shipment dates while adhering to partner rule and regulations. I was responsible for proactively identifying business needs and forecasting business plans to assist in creating effective sales strategy. I also monitored and managed team performance by outlining training needs and support with actionable timescale. To drive commercial awareness and uphold brand integrity, I collaborated with HQ visual merchandising team on all floor sets.

Key Accomplishments

- Key role in supporting brand marketing and PR events for high-profile individuals such as Priyanka Chopra; the first South Asian model and actor to feature in any Guess Campaign.
- Core contributor in seasonal window calendar strategy, seasonal prod-

uct selection/ assortment and costs control and reduction.

- Drove 80 staff members across the UK, including hiring and succession planning within company budgeting requirements.

- Outperformed in project managing of retail start up by serving as Retail District Manager in Guess UK with accountability of supporting development of retail portfolio via initiation of 25 new doors across major cities.

- Planned, created, and delivered training workshops for new hires and existing staff.



- **Department Manager**

House of Fraser | Jan 2007 - Dec 2008



- **Store Manager and Buyer**

John Richmond | Jan 2006 - Dec 2007



- **Area Manager**

Levi's | Jan 2002 - Dec 2006

- **Store Manager**

Accessorize UK | Jan 1994 - Dec 2002