



Will Dixon

Senior Management Professional Strategic leader with expertise in Apparel, Fashion and Creative Agencies Specialised in optimising operations.

London, UK

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English (Native)

About

About Me:

A dynamic senior leader with over 20 years commercial experience in apparel, fashion and creative agencies, seamlessly blending creative vision with operational efficiency at the Board Level. Specialised in optimising operations, implementing effective policies, and driving performance improvements.

My Strengths:

- Strategic Leadership
- Optimising Operations
- Supply Chain Management
- Policy & SOP Implementation

Expertise:

Successful history overseeing global product launches, streamlining supply chain processes, and implementing strategic initiatives. Skilled in workforce analysis and talent management, with a focus on recruiting and developing high-performing teams for organisational success.

What Sets Me Apart:

I am detail oriented and decisive with an excellent commercial approach to solving problems and developing business processes. My commitment to continuous learning and staying updated with the latest trends and technologies ensures that I bring fresh perspectives and innovative solutions to every project. I am passionate about supporting individuals and businesses to enable them to reach their full potential, striving for excellence in all endeavours.

Let's Connect!

Let's connect to explore potential opportunities, exchange ideas, and drive success together!

BRANDS WORKED WITH

- D&A Agency
- Fashion Marketing
- Fashion Team (UK) Limited
- Field Grey
- Left Hand Studio
- MA.STRUM
- RÆBURN
- Victorinox

Experience



● Chief Operating Office (COO)

RÆBURN | Jul 2016 - Dec 2023

Strategic Leadership: Lead strategic collaboration at the Board level, reporting directly to the company Founder/Director. Offer vital strategic counsel and actively contribute to informed decision-making.

Optimise Operations: Oversee and improve day-to-day activities in Accounts, HR, Design, Production, Sales, Marketing, Logistics, and IT. Identify and resolve issues promptly, optimising resource use for enhanced workflow and productivity.

Policy and SOP Implementation: Formulate and execute robust business strategies, institute policies, and establish Standard Operating Procedures (SOPs) that align seamlessly with the company's overarching mission.

Performance and Growth: Establish and attain company-wide Objectives and Key Results (OKRs), consistently achieving financial targets and surpassing Key Performance Indicators (KPIs).

Technology Integration: Spearhead the integration of technology solutions, crafting cross-functional approaches that substantially slash operational costs and promote seamless collaboration across the organisation.

Financial Expertise: Spearhead strategic financial planning, analyse Profit and Loss (P&L) thoroughly, and collaborate closely with company accountants to align budgets with profitability goals. Facilitated an accelerated merger & acquisition process with BDO, preparing an Information Memorandum, creating financial forecasts, and establishing a virtual data room for active sharing of corporate information with interested parties.

Legal Compliance: Collaborate with Legal across IP, Property, Corporate Finance, and Customer/Supplier Agreements ensuring compliance and facilitating strategic decision-making whilst seamlessly aligning legal strategies with operational goals.

Vendor and Partner Management: Actively oversee vendor and partner relationships, ensuring a smooth supply chain and procurement process. Safeguard the company's interests by engaging in effective contract negotiations.

Pricing Strategy: Develop seasonal range plans and pricing structures, optimising margins and refining market positioning.

Drive Client Projects: Execute projects for key high-profile clients including Vans, Timberland, Aesop, The North Face, Umbro, Disney, and V&A Museum. Ensure timely completion, adherence to budget, and delivery to exacting standards.

Optimise Supply Chain Management: Actively manage and streamline the international supply chain from end to end, delivering cost savings and enhanced logistics efficiency.

Cultivate 3PL Relationships: Actively nurture and optimise relationships with 3PL providers, consistently exceeding Service Level Agreements (SLAs) and enhancing warehouse performance.

Workforce Analysis: Continuously analyse the workforce, foreseeing evolving business needs, and spearheading the recruitment of top talent. Oversee all aspects of recruitment, onboarding, training, and performance management.

● Director

Left Hand Studio | Oct 2020 - Nov 2023

Executive Management: Contributed as a Board member, to the executive management of the company.



● Operations Manager

Field Grey | Jun 2015 - Jul 2016

Shape Strategy: Offered strategic counsel to the Founder/Creative Director, strengthening the company's creative vision and improving operational efficiency.

Overhaul Efficiency: Restructured operational processes, resulting in a substantial boost in efficiency and productivity across all departments.

Project Management: Spearheaded projects with a focus on timelines, implemented Project Gantt methodology to ensure on-time delivery, and served as the primary key account contact.

Enhance Financial Stewardship: Streamlined project budgets and expenses, guaranteeing prompt chargebacks and maintaining meticulous financial accountability.

Drive Vendor Negotiations: Actively negotiated with manufacturers and suppliers, securing favourable terms that significantly enhanced cost-efficiency and fostered sustainable partnerships.

HR Leadership: Directed human resource operations, overseeing all aspects, including formulating job specifications, managing recruitment processes, and ensuring alignment with the company's evolving needs.

● Founder, Consultant

Fashion Team (UK) Limited | Nov 2014 - Jul 2016

Provide Consultancy Services: Offered tailored consultancy services to fashion start-ups, delivering strategic insights into industry trends and optimising market positioning.

Customised Solutions: Collaborated closely with clients to tackle their unique challenges, actively facilitating sustainable growth for each client.

Drive Business Growth: Formulated comprehensive business plans, incorporating product development, marketing, and sales strategies that aligned seamlessly with clients' business growth objectives.



● Operations Director

MA.STRUM | Mar 2011 - Oct 2014

Strategic Initiatives: Lead strategic initiatives by offering direct counsel to the CEO and making significant contributions to key decision-making processes.

Team Management: Formed and directed a high-performing team of 8 across Design, Product, Sales, and Marketing, cultivating a collaborative and goal-oriented work environment.

Financial Analysis and Budget Optimisation: Collaborated with the Financial Director to conduct a thorough analysis of financial data, actively implementing adjustments to operational budgets that resulted in improved profitability.

Strategic Planning and Execution: Developed and executed seasonal range plans, price strategies, and Gantt charts, actively ensuring the team's alignment with company objectives and meeting deadlines.

Sales and Performance Enhancement: Conducted in-depth analyses of sales volumes and margin contributions, actively implementing effective strategies to propel business growth and elevate brand performance.

Market Positioning: Successfully negotiated ex-factory delivery dates and target FOBs, actively maintaining competitive market positioning while achieving gross margin targets.

Supplier Relationships: Actively sourced global manufacturers and suppliers across Europe, Asia, and South America. Evaluated strengths within the design and development team while actively maintaining strong relationships.

International Market Expansion: Prepared and negotiated Distribution and/or Agency agreements, actively serving as the primary contact for export sales markets.

Store Acquisition and Launch: Directed the acquisition, fit-out, and launch of the MA.STRUM/Boneville store, ensuring a seamless and successful introduction to the market.

● Co-Founder & Operations Director

D&A Agency | Jul 2009 - Feb 2011

● Operations Manager

Victorinox | Jan 2007 - Jun 2009



● Sales & Operations Assistant

Fashion Marketing | Jun 2003 - Dec 2006

● Consultant

| Jan 2024 - Now

Guiding informed decision-making and aligning creative vision with operational efficiency.

Education & Training

- 2015 - 2015 ● **APMG International**
PRINCE2, Foundation, Project Management
- 2001 - 2003 ● **Bridgwater College**
Higher National Diploma (HND), Distinction, Business Management
- 1998 - 2000 ● **Oxted County 6th Form College**
Advanced General National Vocational Qualification (AGNVQ), Distinction, Business Studies