

Gemma Sayers

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Profile

Excelling in strategic leadership, negotiation & creative solutions. Delivering on projects & achieving targets through team empowerment.

Results-oriented leadership skills enabling teams to achieve, even in change. Driving team and stakeholder buy-in on tasks & projects.

Performance driven and energetic in all aspects of work. Strategically motivated, levelheaded, solution-focussed risk mitigator & opportunity maximiser.

Extensive, industry-led success in the E-Commerce & Wholesale fashion & footwear sector.

A passion for challenges, tech, continuous learning, diversity & progression.

Skills

|| PROFESSIONAL

- Strategy Creation & Delivery
- Motivational Leadership
- Operational delivery planning / KPI's
- Creative Problem-Solver
- C-Suite Relationship Management
- Contract Negotiation
- Purchasing & Merchandising
- Appraisals & Recruitment
- External Contractor / Agency Management
- Project Management
- Attention to Detail / Copy-Proofing
- GDPR compliance

|| TECHNICAL

- Digital Marketing Management
- Google Analytics
- Netsuite / Oracle ERP
- NuOrder B2B
- Process Review & Streamlining
- System Review & Implementation
- MS Excel (VLookUp / Pivot tables)
- PowerPoint / Keynote
- Data Cleansing & Analysis
- Systems Integration
- Html

|| COMMUNICATION

- English - Mother tongue
- Intermediate French Language (B2 / currently studying for C1)
- Basic Spanish Language
- Basic Italian Language

Experience

INTERNATIONAL SALES DIRECTOR (E-COMMERCE & WHOLESALE / B2B)- REPORTING TO CEO JAN 2016 – AUG 2020

Salt-Water Sandals UK Ltd, EU SARL & Asia PTE /; A heritage USA sandal company since 1944, introduced to the UK & Europe by Salt-Water Sandals UK Ltd in 2011:

- Strategy creation & delivery of YOY growth targets for B2C / E-Commerce and B2B / Wholesale. Achieving 6 fold profit growth, expansion into Asia markets and strong growth in UK & EU markets.
- Leading & Coaching E-Commerce team & Digital agency partners to deliver on targets and drive ROI opportunities across UK & Europe within the Paid Social & Paid Search Marketing Budgets.
- Key account management B2B - ASOS / John Lewis / Toast / Smallable / Galeries Lafayette / Le Bon Marche / Next / Office Shoes / Schuh.
- Operational Strategic Coaching & Leadership for E-Commerce re-platform to M2 & Delivery of 6 translated sites and associated integrations.
- Operational delivery planning and execution (orbit / single page plans / KPI creation / measurement / delivery to target) to drive the delivery of the sales plan and company vision.
- Buying forecasting & process implementation, achieving 8.1 % operational budget savings on 3PL warehouse storage costs through strategic buying combined with sales promotion projects on existing over-stocks.
- Leading UK / EU / ASIA 3PL warehouses to minimise operational costs and improve efficiencies. Bonded warehousing process evaluation & improvements, delivering customer success & increased sales.
- Negotiation & Project Delivery of NuOrder wholesale B2B platform, achieving 48% increase of orders received to internal buying deadlines, protecting route to market and delivering budget savings.
- Negotiation & Project Delivery of Netsuite Oracle ERP to achieve on time and under-budget implementation.
- Project management & delivery of ERP / Netsuite Oracle financial & tax set-up for inter-company cross-border trading in preparation for Brexit.

EXECUTIVE DIRECTOR & COMPANY SECRETARY 2002 – 2016

Varg Consultancy Ltd. LONDON, UK; Branded Sales Agency working to place brands in Key Accounts within the UK wholesale / B2B market (Selfridges / Harrods / John Lewis / ASOS)

- Regularly generating sales of over 5 million per annum for our clients from a small team.
- Full P&L responsibility including Accounting / VAT / PAYE responsibilities as company secretary.
- Implemented Strategic Social Media Marketing and Influencer Shops programme.
- Key target account relationship examples; Selfridges / House of Fraser / Merlin Entertainments Group / Harrods / Harvey Nichols / Urban Outfitters / Browns.
- Bespoke product development for exclusive branded ranges within Key Accounts.
- Modernisation of systems to include implementation of Xero cloud-based accounting saving 17% on accounting costs.
- Implementation of Capsule CRM management system increasing customer engagement and a saving of 13% on travel costs.

- Training of Bricks & Mortar Retail teams to achieve Sell-through of 92% achieved out of target 75%.
- Trade show planning / stand design / booking / negotiation. (Pitti Firenze / Pure London/ B&B Berlin & Barcelona).

FOUNDER & DIRECTOR 2011 - 2015

Le Loup Lifestyle Store; Lifestyle Fashion Store with Shopify E-Commerce Store

- 40% ROI on paid search advertising in the Christmas 2014 period.
- Marketing campaigns using the mail chimp platform - 32% average open rate.
- Staff recruitment & management & team management to over-target performance.
- Buying, Budgeting & Cash-flow.
- Launched, managed & produced content for website on Shopify platform.
- Social Media Marketing (Paid Social & Content).
- Customer services management - Face to face & E-Commerce.

RETAIL MANAGER

Quantum / 2000 – 2002 - Independent Boutique in Brighton

- Stock in-take, checking & visual merchandising.
- Cash handling, cashing up / week on week sales analysis.
- Staff recruitment & management.
- Buying & Budgeting.

WHOLESALE ADMINISTRATOR

Religion Clothing Ltd. / 1999 – 2000 - An internationally respected clothing brand for Women & Men

- Wholesale / B2B customer services.
- B2B Trade Fair Prep, attendance & sales.
- Credits & Returns Management.

Education

CURRENT PART-TIME STUDY:

- Full Stack Developer Diploma - The Code Institute
- French Language Advancement - Level C1

INTERNATIONAL DEVELOPMENT BSc MODULES:

The Open University

International Development - 60 points / French Language - 30 points / Spanish Language - 30 points

A-LEVELS:

Farnham College - Morley Road, Farnham, Surrey.

- English Literature - C; Art - B; Ceramics - B

GCSES:

Farnham Heath-End School - Hale Reeds Farnham, Surrey.

- English Literature - **A***; English Language - **A**; Design Technology - **A**; Mathematics - **A**; Art - **A***; French - **B**; Chemistry - **B**; Biology - **B**; Physics - **C**

Voluntary

BEACH CLEAN Birling Gap Eastbourne Summer 2018

To remove plastic & waste from the environment and help Marine Conservation Society to continue to improve & Monitor beach waste changes.

TOWN TEAM VOLUNTEER - Eastbourne Town Team 2015 - 2016

Weekly meetings driving strengthening of the independent business community in Eastbourne. Way-finding project praised by Mary Portas & Funding secured from local council.

Interests

Running - Swimming - Cycling - Fashion - Art - Architecture - Science & Tech - Reading - Travel