

# DARREN JACKSON

## RETAIL CLIENT DIRECTOR



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Manchester



### SUMMARY

A senior leader with a passion for retail and a strong record of account/project management and delivery for a number of prominent UK and global retailers. Roles have encompassed total P&L responsibility for client accounts up to £25m per annum across multiple service lines including customer strategy, creative and agency services, store design, POS supply chain as well as technology, contact centre and field services. Has the ability to identify growth opportunities and implement strategies for maximising existing and new opportunities in addition to substantial restructuring of resources to achieve efficiency, growth and cultural change.



### SKILLS

Great communicator and relationship builder at senior level with the ability to build ambitious client strategies and long-term plans, identifying opportunities and risks, managing and influencing change to drive strategic growth and promote retention.

Proven track record in high volume, fast paced reactionary environments demonstrating calmness under pressure whilst maintaining/promoting strong stakeholder relationships and end-to-end ownership of all activity.

Strong team leader and motivator demonstrating ability to support, mentor and develop colleagues, manage performance and promote improvement to achieve results and drive a best-in-class ethos.

Excellent organisation and problem-solving skills with a great attention to detail ensuring efficient and effective delivery to agreed timelines, budgets and targets supported by thorough and transparent planning, communication and reporting.

Driven to succeed and excel all targets (from a personal, team, client and business perspective) with a 'can do' service-led approach to all projects and development opportunities.

Great knowledge and experience of customer path to purchase with understanding of the latest innovations and trends and the ability to convert these into tangible and relevant initiatives for clients and their customers.



### KEY PROJECTS

#### Ford of Europe Premium Standards

Headed up Ford dealership rebranding and customer experience programme from creative concept through to implementation across 3,500 locations in 20 markets to achieve 3-year revenue of £60m with a peak team of 80 colleagues.

#### Co-op Group Rebrand

Supported Co-op's relaunch training programme with national roadshows to all 70,000 colleagues across 4400 sessions in over 150 locations generating £0.75m of additional revenue based on this new service line.

#### Superdrug Loyalty Programme

Seconded to the clients internal Beautycard Team with responsibility for creative concept and physical loyalty card production (and subsequent migration to mobile app) generating £3.5m of additional revenue for this new service line.

#### Superdrug Store Development

Part of the development team to deliver new concepts covering separate shopper missions for health and beauty journeys looking at overall store tracking and introduction of in-store services and experiences within each journey generating £1m of additional revenue.

## RECENT EMPLOYMENT

APS Group  
2014 > 2018

### Retail Solutions Director

Inaugural role to set up and lead a new Retail Solutions team to better support our retail clients and their APS teams to develop a “single brief” approach for project delivery. Responsible for development and management of services including customer analytics, store concept design, 3D product design, digital content, hardware and support, field services, merchandising and compliance audits, store support contact centre and the store profiler platform.

Providing new business support for wins including Jaguar Land Rover, Pets at Home and PioneerDJ with subsequent management of contract initiation and onboarding including development of client account teams, SOPs, KPIs and relationship plans.

Strategic support for key existing retail clients including Ford, Co-operative Bank and Adidas as well as significant support for retention of existing Coop Group contract values at approx. £18m per annum. Developed a new strategic support model for Coop Food looking at instore POS compliance, POS effectiveness, store segmentation, store data and Instore customer journey analysis.

Was also able to capitalise on the strong foundations on the Superdrug account and extend the relationship to other international brands within the AS Watson business including The Perfume Shop, Marionnaud and ICIParis.

APS Group  
2012 > 2014

### Head of Project (Ford)

Project Lead for Ford’s Showroom upgrade programme across Europe to 3500 dealer locations in over 20 countries with responsibility for delivery of the complete project from brand concept through to onsite installation Including management of the project plan, risk register and SOP’s. Responsible for development of multilingual e-commerce platform and setting up multilingual customer support team. From a standing start set-up full supply chain, product development and testing, commercial modelling, logistics and pan-European installation teams to allow first installation within 6 months which then delivered £60m over the three year roll out with a peak employee count of over 80. Subsequently developed the FordStore programme looking at further enhancement of the customer journey in 500 key sites across Europe via the introduction of lighting and flooring products within hero-zones and shop-in-shop as well as the digitisation of the customer journey with virtual reality, augmented reality, videowalls and digital kiosks.

APS Group  
2008 > 2012

### Account Director (Superdrug)

On site Account Director with ownership of marketing services account for top 6 UK retailer, managing the provision of POS, store support and internal communications collateral and additional marketing services. Direct responsibility for a team of twelve colleagues onsite covering account management, project management, studio and new media services and data plus liaison with internal teams covering IT development, production and logistics to ensure efficient client service delivery. Review of creative agency and client process to improve speed to market whilst maintaining control of costs and quality and ensuring effective store communication, store compliance and adherence to brand guidelines. Reduction of costs by product specification review and process re-engineering whilst at the same time identifying and maximising revenue opportunities within all client areas, by identifying and providing additional services and support across both directly and indirectly related projects. Working with the on-site team to review process, improve performance and promote personal development to ensure improved client service and support. Ensuring effective budgeting, forecasting and KPI reporting is in place to allow thorough review of services and products against client development plans and SLA’s. Following successful delivery of year one savings from £7.5m per annum to £5.5m per annum I drove revenues up to £9.5m in year 3 through the identification and delivery of projects and value-added services including development of an on-site creative team, loyalty card launch, customer segmentation and persona analysis, store development and digitisation of the customer journey.



## PREVIOUS EMPLOYMENT

Linney Group  
2006 > 2008

Account Director (HMV/Waterstones/UCAS/Travelscope)

Field-based Account Director for print marketing agency with senior responsibility for a number of clients across multiple sectors including retail, travel and public sector. Management of both on-site and head office-based support teams to ensure delivery of product and services to agreed standards and budgets. Client consultancy role including liaison with internal design, marketing and purchasing stakeholders and senior management as well as external agencies / suppliers and end users to create and develop short, mid and long-term plans to ensure procurement savings and efficiencies in process, resource, costs and schedules. Identification of new business opportunities.

Linney Group  
2004 > 2006

Account Manager (McDonalds/Roche Pharmaceutical)

Account Manager for print marketing agency with a number of clients across multiple sectors including high street retail and pharmaceutical, Responsible for management of full supply chain for marketing collateral, brochures, POS and direct mail from design and production, through to delivery to end user, Review of client processes to ensure efficiencies at all levels, adherence to budgets and delivery of product and service to agreed levels.

CenterParcs  
2003 > 2004

Marketing Manager (Pre-arrival & POS)

Management of pre-arrival marketing collateral and on village POS, covering planning, design, production, fulfilment and despatch. Successful review of the full customer journey to deliver cost efficiencies and improved customer service. Key stakeholder of new website design and functionality and online reservation system.

CenterParcs  
2002 > 2003

Village Duty Manager / Leisure Duty Manager

CenterParcs  
2001 > 2002

Guest Liaison Officer/Call Centre Team Manager

Rheded Discovery Centre  
2000 > 2001

Food & Beverage Manager

CenterParcs  
1998 > 2000

Restaurant Manager

City Centre Restaurants  
1994 > 1998

Restaurant Manager



## EDUCATION

Glasgow Caledonian  
University  
1992 > 1994

BSc (Hons) Physiotherapy

Langholm  
Academy  
1986 > 1992

5 Higher Grades (all A/B)  
10 Ordinary/Standard Grades (all 1/2)