

David Lawson

Managing Director AO UK Retail at ao.com

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Summary

An extremely driven and passionate Director with a track record of delivery for high business growth both at the top and bottom line. A leader who takes a very analytical approach to business whilst having a huge focus in the people. Culture and values are everything for AO and we will only recruit the best people into the business

Experience

Managing Director AO UK Retail at ao.com

February 2017 - Present (2 months)

Accountable for driving the UK Retail Business performance. Responsible for all Marketing, Operations, Trade, Supply and Commercial departments.

Group E-Commerce Director at ao.com

January 2015 - Present (2 years 3 months)

Sit on AO's Group Executive Team responsible for E-commerce, Digital Marketing and Commercial across the group. Main focus on driving the retail business sales growth through whilst driving efficiency. Implement best practice across the territories.

Director of Commercial at ao.com

March 2014 - Present (3 years 1 month)

Driving the retail business in alignment with the business strategic objectives. Sit on the senior team of AO.com responsible for driving sales at lowest cost whilst providing analytical insight to manage the business effectively. Managing a team of 50 people across Digital Acquisition, CRM and Commercial.

Head of Commercial at ao.com

January 2012 - March 2014 (2 years 3 months)

Responsible for three main teams (Commercial, Online acquisition and Marketing analytics). Commercial look after all of the pricing, forecasting, trading team support and retail P&L performance. Marketing analytics look after all the web analytics, revenue attribution and acquisition analytics. Online Acquisition manage all of the traffic channels including google search, display and affiliates. The department link in with all other areas of the business as a support function.

Commercial Manager at ao.com

August 2010 - January 2012 (1 year 6 months)

Progressed to commercial manager within 6 months where I was responsible for pricing, trading team support, retail P&L performance and web analytics. Managing a team of 8 people.

Pricing Manager at ao.com

February 2010 - August 2010 (7 months)

Responsible for all the retail pricing at ao.com.

Supply Chain Analyst and Accountant at BakeMark UK

October 2006 - February 2010 (3 years 5 months)

This is where I started my career as a graduate. I progressed quickly where I was put in a fully qualified role after my first 6 months. The role involved being a site accountant for 3 sites in the UK. In addition to the standard management accounting role the majority of my role was delivering ad hoc projects and analysis. I completed projects to improve productivity and gain efficiency whilst adding value throughout the whole supply chain. I also supported the European business units and strategy building up relationships with operations and finance directors in several countries. I built the UK budgets each year using complex Cognos modelling skills and techniques. I was involved with a lot of one off projects and capex. I then left the role a fully qualified CIMA accountant and was looking for my next challenge and a change of sector. This is why I chose the commercial role at DRL.

Certifications

Chartered Management Accountant ACMA

CIMA

Education

The University of Sheffield

BA (Hons) 2.1, Accounting and Financial Management, 2002 - 2005

Activities and Societies: University Football Captain

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[Contact David on LinkedIn](#)