

# CHRIS SLADE

## Senior Strategist / Consultant

A diligent and ambitious ecommerce professional with a wealth of experience across different verticals. I have worked with brands of all sizes to help them optimise their ecommerce offering and define their future strategy.

### Education

Pembroke College  
University of Cambridge  
BA Hons Law 2.1

Sutton Grammar School  
A-Levels | AAAB  
GCSEs | 11 A\*

### Key Skills

- Client Management
- Strategy
- Customer Experience
- Omnichannel Retail
- Marketplaces
- Presenting
- Project Management
- Leadership
- Data Analysis
- Benchmarking
- Qual / Quant Research
- Teamwork

### Interests



Theatre



Spinning



Interior Design

### Professional Experience

#### Wunderman Thompson Commerce

*Strategic Consultant | October 2021 – Present*

I support the delivery of proposals and lead ecommerce projects for global brands. These have included D2C/channel strategy, process change management, and retailer benchmarking audits for brands such as LEGO, Montblanc, Britvic, and DFS.

#### Pattern (formerly Practicology Ltd)

*Senior Strategist | November 2020 – October 2021*

*Senior Consultant | April 2018 – November 2020*

*Consultant | April 2016 – April 2018*

I worked in a Consulting / Strategist role, building growth strategies for a range of clients & our marketplace trading partners.

- Primarily this involved managing projects looking at omnichannel strategy, Customer Experience, internationalisation, organisational design, and desk research & benchmarking studies. I also have experience managing site launches and providing digital training.
- I worked with retailers of all sizes, as well as FMCG & CPG companies, publishers, tech providers, and hospitality brands.

*Key projects included:*

- Leading a multi-national omnichannel benchmarking study for Google. This study reviewed the experience of 800+ retailers across markets and has since been expanded to other verticals.
- Building the D2C strategy for Jameson Whiskey and their sister brands (contributing to triple digit growth).
- Driving internal operational initiatives, including the launch of an internship scheme and an onboarding programme for our marketplace trading partners.

#### Tesco PLC

*Commercial Graduate | September 2013 – April 2016*

I completed the Tesco UK General Merchandise Leadership graduate scheme. The rotational programme gave me experience across various facets of retail operations.

- This included placements as: Web Optimisation Executive (Search & Navigation); Buying Assistant (Furniture); Web Trading Content Executive (Papershop); and Web Trading Assistant (Gaming).
- I also completed training in commercial awareness, leadership, and management.

#### Ipsos MORI

*Trainee Research Executive | April 2013 – August 2013*

I worked at Ipsos MORI the year after graduating, specialising in advertising research & brand tracking. This gave me a grounding in:

- Data analysis & drafting research reports and presentations.
- Qualitative and quantitative research projects using a variety of techniques (incl. panels, focus groups & depth interviews).