

# Ben Parkhouse: Curriculum Vitae

## PROFILE

A strategically focused and commercially driven sales professional, combining sophisticated sales and e-commerce skills with a blue-chip background in consumer and trade marketing. Following 10 years in a multi-national environment (Mattel), I now lead a multi-discipline team as Deputy Managing Director and Sales Director with Micro-Scooters, a successful privately-owned SME (turnover circa £20m). I have a high level of expertise in building direct to consumer (D2C) sales alongside the traditional retail routes.

## EMPLOYMENT HISTORY

Micro-Scooters UK

Sept 2016 – current

### Deputy Managing Director and Sales Director

Joining as Head of Trade Sales, before being promoted to Sales Director and then Deputy Managing Director (in addition to the Sales Director role), I am responsible for the total sales performance of the business, incorporating our Direct to Consumer (D2C) channels, marketplace platforms and retail partners. In addition to heading up our e-commerce and sales team, I oversee our planning and systems group, managing a combined team of 9. This team includes the Head of E-Commerce, Head of Planning and Head of Systems.

My key achievements include:

**Driving “Direct to Consumer” growth:** Leading the e-commerce team in the strategic objective to drive growth in our retail-owned channels, culminating in our D2C share of sales doubling in 4 years. This was achieved through a clear focus on driving AOV, conversion and traffic through targeted spend, product differentiation and exclusivity, targeted promotional offers and attention to the customer journey. This approach has driven our profitability, as well as improving brand recognition.

**Evolving our marketplace accounts:** Driving profitable growth with our marketplace partners by implementing new initiatives (e.g. Seller Fulfilled Prime, Fulfilled By Amazon) that best reflect consumer needs, improving our profit and growing top-line sales.

**Launching new retail partners:** Ensuring we react to consumer shopping patterns and industry trends by partnering with the right accounts. During my time at Micro this has included Halfords, Very, Next and The Bike Club. I worked closely with Halfords on the launch of their new scooter offering and ensured Micro-Scooters had (and continues to have) a strong differentiated approach both in-store and on-line.

**Consolidating our existing channels:** Ensuring that we invest appropriately with the right accounts, flexing terms and investment accordingly, improving our % margin. I led our

expansion with Smyths, delivering continued double-digit growth and increasing the profile of our brand.

**Streamlining our forecasting and planning process:** Leading the planning team in the implementation of a new forecasting approach, reducing our overall stock levels, providing a quicker process for managing stock and ensuring we work on a faster rate of stock-turn.

**Mattel UK Ltd**

**Mar 2006 – Aug 2016**

**General Sales Manager (Business Unit Director) (Jun 2013 - August 2016)**

Leading the Tesco UK & Central Europe (CE) channel, before heading up Mattel's UK Digital Channel (Argos, Very, John Lewis). In both leadership roles I led a sales team of 6 (including SNAMs, NAMs, NAEs and sales administrators).

My key achievements included:

**Digital Channel (Argos, Very, John Lewis - combined turnover of circa £45m-50m)**

- Growing the Argos account by 20%, ensuring it was the biggest single retail account for Mattel Europe while remaining a top 5 supplier to the Argos business.
- Driving key marketing and sales initiatives within Argos, including the Fisher-Price events, Christmas campaigns and collaborating with key license partners to ensure the successful launch of high profile properties.

**Tesco UK & CE (circa £30-35m turnover)**

- Restructuring our investment and terms to focus on improving our profitability and creating a JBP that reflected the need for enhanced margin growth.
- Partnering with the Tesco Buying Team to develop their toy category strategy, presenting to the Tesco Head of General Merchandise.
- Consolidating the Central European team within Mattel to ensure consistency in product ranging, pricing, terms and promotional investment across Poland, Hungary, Slovakia and the Czech Republic.

**Senior National Account Manager (Jun 2012 - Jun 2013); National Account Manager (Jan 2010 - Jun 2012)**

National Account responsibilities across major retailers including Argos, Amazon, ELC/Mothercare, Littlewoods, Disney Stores and Sainsbury's.

My key achievements included:

- Leading a pan European Amazon sales strategy to ensure we aligned our marketing, product and promotional plans to best effect.

- Delivered 30% year-on-year growth in Argos for the Fisher-Price brand through dedicated marketing activity (TV, print, digital), exclusive product and promotional programmes.
- Collaborating with Mothercare on an exclusive range of Fisher-Price baby gear product with digital, catalogue and in-store support.

**Senior Brand Manager (Aug 2008 - Dec 2009); Brand Manager (Mar 2006 - Aug 2008)**

Senior marketer responsible for managing the Fisher-Price character brand division across the UK, devising marketing and retail plans with key license partners including Disney, Nickelodeon, HIT and BBC Worldwide, leading a team of 3.

Key achievements included:

- Developing and implementing the launch of the Fisher-Price range of Thomas the Tank Engine products across our retail platforms, with bespoke retail plans and full marketing support.
- Successfully launching key pre-school brands of the era including Waybuloo, LazyTown and Handy Manny.
- Supporting the crisis management of a product recall, ensuring all procedures were followed while also maintaining good relationships with the licensed partners involved.

**Logistix Kids UK Ltd**

**Jan 2003 - Mar 2006**

Organisation specialising in marketing to families and children.

**Senior Planner (Mar 2004 - Mar 2006)**

An analysis and insight led role:

- Advising blue chip clients (including CCE, Kellogg, Burger King, Nestle) on their strategy of marketing to children and families.
- Analysing and presenting primary and secondary research findings to key clients to support strategic planning.
- Identifying key trends and recommending entertainment licenses to key clients.

**Brand Manager (Jan 2003 - Mar 2004)**

Brand Manager responsible for brands including Tweenies and Robot Wars.

- Working with product design teams to develop range architecture.
- Selling-in range and brand plans to retailers.
- Managing brand P&Ls, trade plans, licensor relationships.

**Hicklin Slade and Partners**

**Mar 2002 - Jan 2003**

Account Manager for promotional marketing agency working on the Camelot account. Responsible for below-the-line activity including POP, direct mail and sales promotions.

**Haygarth Group****Jun 2000 - Mar 2002**

Account Executive for promotional and digital marketing department working on accounts including Nokia UK and Tropicana.

**COMMERCIAL QUALIFICATIONS/MEMBERSHIP**

- Chartered Institute of Marketing: Professional Diploma in Marketing (2004)
- Currently a member of Vistage ([www.vistage.co.uk](http://www.vistage.co.uk)) a leadership group of MDs and CEOs who meet regularly to discuss ideas and learn from keynote speakers.

**EDUCATION****University of Birmingham**                      **1995-1998**

Bsc Degree in Economic and Social History, 2:1

**Epsom College, Epsom**                      **1990-1995**

A-Levels:        Economics A, English Literature A, History A

GCSEs:            4 As, 3 Bs, 2 Cs

**PERSONAL DETAILS**

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