

NICOLA BELL

[Bellnicola16@gmail.com](mailto:Belnicola16@gmail.com)

Mobile +44 (0)786 7372306

An accomplished professional with extensive experience of managing multi-million-pound targets, high profile customer relationships and multi-channel global commercial strategies. A skilled negotiator and strategic leader developed through market leading and founder-led luxury brands. Highly motivated, commercially astute and driven, with a proven track record of delivering profitable sales and inspiring teams in the retail and professional sector.

Experience

BOARD ADVISOR, MANAGEMENT CONSULTANT

Sept 2023 - Present

I have established and manage a business advisory service that provides comprehensive support to SMEs in areas such as business transformation, scaling up sales and marketing efforts and executive coaching for C-suite professionals. Operating on a project bases, I collaborate with founders and management teams to devise growth strategies, strategically position brands in the market to engage a specific audience and formulate new business plans to facilitate expansion. I assess and enhance business procedures and optimise efficiency to boost overall performance. Notable projects I have undertaken include:

- Devising a market entry plan for a skincare brand in the UK
- Providing leadership coaching to enhance the impact of a Director in a global manufacturing business
- Formulating a pricing strategy for a beauty software company to facilitate sustained long-term growth.

COMMERCIAL DIRECTOR, INTERNATIONAL INSTITUTE FOR ACTIVE-AGEING (iaa)

2016 - 2023

Responsible for delivering performance step change through impactful leadership across all aspects of global sales, brand marketing and operations with full P&L responsibility, contributing at board level and reporting to the Managing Director. Building our own brand globally, Advanced Nutrition Programme, skin supplements and distributing Environ skincare within the UK and Ireland, generating plans to secure existing international partners growth and determine new opportunities across all channels. Managing 6 direct reports across five departments and over 100 indirect reports with success. Building a strong culture of high performing teams who work collaboratively to achieve success.

- Creating and clearly articulating the strategic vision for growth, aligning the commercial and creative agenda to achieve 4 consecutive years of double-digit turnover growth, increasing revenue from £20.4m to £30m whilst delivering the highest profit the business has experienced, taking it from 4% to 11% of sales.
- Leading the development and execution of global marketing, sales, digital and distribution strategies working across UK, EMEA and NA to achieve exceptional export sales growth of 48% year on year.
- Optimising sales and customer penetration in building and executing the brands commercial plan across the professional and retail channels using customer data and analytics. Incentivising quality growth from our existing estate of partners, whilst generating record levels of demand from new stockists.
- Implementing digital strategy to accelerate D2C growth through UX improvement and optimisation, offering personalisation and loyalty programmes resulting in improved customer engagement, increased AOV and LTV to double the mix of e-commerce business.
- Creating and executing premium marketing/communications and brand strategies to elevate awareness and increase engagement to accelerate growth. Focusing on key calendar moments and executing innovation with excellence. Delivered 100% growth of festive sales in two consecutive years (£1.7m to £3.4m) contributing to +133% EBITDA year on year.
- Working to achieve operational excellence, driving advancements in the forecasting and procurement process, resulting in stock management/availability improvements to enhance the overall consumer experience.

- Providing leadership to the UK senior team, including the Digital Director, Brand Managers, Head of Export and Head of Sales.
- Driving team productivity to further improve efficiencies by establishing compensation plans and streamlining processes.
- Facilitating the development of talent through the creation and implementation of personal development plans, enabling succession planning, leading to career progression and an improvement in talent retention.
- Instrumental as a Board Director in a change of culture, structure, and pace of the business, leading to growth and success.

NATIONAL SALES DIRECTOR, CLINIQUE, UK & IRELAND

2013 - 2016

Developed specific strategies to support the achievement of annual sales targets and grow market share. Responsible for leading and developing the Clinique 47-person sales team to achieve monthly and annual goals. Accountable for managing and maximising Clinique's distribution of 560 retail stores (including e-commerce channel) to enhance sales, productivity and build brand visibility.

- Managed and supported the retail and wholesale teams to identify revenue opportunities, optimise innovation and capitalise on our USPs to achieve the annual sales plan of £250m.
- Built and leveraged retailer relationships to enable strong, long term commercial partnerships with Boots, John Lewis, Debenhams and House of Fraser to deliver the highest performing territory status from 2013-15
- Launched Clinique's first UK pop-up concept, followed by stand-alone store in Covent Garden (The Great Skin Lab) to elevate innovation digitally and offer high touch customer omnichannel experiences. This set the standard for future global roll outs.
- Developed and led the UK & Ire gifting strategy to increase our share of sets (6% to 10%) and take the No.1 position in Total Skincare.
- Improved selling effectiveness through close management of all potential sales related budgets.
- Proactively sought ways to improve organisational effectiveness to meet current and future business needs.
- Worked collaboratively with Finance, Marketing and Demand Planning in readiness to execute the calendar with excellence.

RUNNING SALES DIRECTOR, WESTERN EUROPE, NIKE Inc

2012 - 2013

Responsible for delivering and implementing a Western European sales and distribution strategy to segment and elevate the market, managed 15 strategic Account Managers and 50 Sales Executives and delivered \$750 in revenue with an annual growth of 25%. Reporting to the Western European VP for sales.

- Created a clear vision for Nike running sales and empowered the teams to create business plans for the long-term health of the category.
- Ensured a sales platform was in place in order to deliver sales KPIs including gross and net revenue targets, forecast accuracy sell in and sell out.
- Established the optimum business mix per channel to drive capacity for growth.
- Focussed on key Western European strategic partners to elevate the marketplace and drive territory growth
- Implemented commercial conditions, including agreed trade terms to deliver profitable growth.
- Led the alignment with brand, merchandising, retail and product presentations teams to ensure consistent and focussed messaging was delivered.
- Inspired and enabled the running team to achieve individual and team KPIs, whilst creating a strong talent pool for succession.

RUNNING SALES MANAGER, NIKE UK & IRELAND

2009 - 2012

Managed the running category in the UK & Ireland to achieve £125m in commercial and strategic success by delivering retail category plans in alignment with the local and European brand strategy.

- Agreed National strategic account plans (Sport Direct/JD Sports/Intersport) to provide clear brand positioning, consumer differentiation and product mix targets.
- Worked collaboratively with Brand, Merchandising and Marketing Directors to execute the global vision to win in Women's running.
- Optimised the effectiveness of the territory budget and implemented a sales discipline for gross to net by focussing on discounts and order cancellation reduction.
- Achieved Brand stand out and secured prime locations in London with key retailers in preparation for the 2012 London Olympics.
- Ensured the "Go to Market" process was delivered to the sales team with energy, focus and tools to achieve seasonal targets.

SALES DIRECTOR, GLENDEVON MARKETING, UK

2003 - 2009

Identified potentially lucrative branded products from European trade shows and managed their selective distribution in the UK. By ensuring the right products were channelled into the right retail environment for maximum sell-out and profitability.

- Launched and delivered +200% growth in year 1 with the launch of the bath and body range Scottish Fine Soaps, through retail distribution across departments stores, pharmacies and supermarkets.
- Launched and established Burts Bees and Burts Bees Baby in the UK exclusively in John Lewis prior to the brands acquisition by Clorox in 2007.
- Negotiated w/s prices and space with retailers to ensure maximum product exposure, high store coverage and maximum profit.
- Created and implemented promotional activities to drive sales and motivate in store staff.

SENIOR REGIONAL SALES MANAGER, ADIDAS, UK & IRELAND

1997 - 2003

Promoted from the Retail Marketing sector into Key Accounts and Sales Manager roles. Accountable for achieving a commercial goal of £20m. Managed and mentored a team of 5 Sales Executives to ensure they were fully equipped to achieve targets and manage the customer base effectively by driving a smarter approach to selling.

BUSINESS MANAGER, LANCOME, UK

1995 - 1997

Counter Manager in Edinburgh, London and Glasgow and managed a strong team of 7 consultants (largest outside London) to achieve business targets of £1.5m per annum. Recognised as the Lancôme "Employee of the year" for consistently high standards of work across the UK.

Education

Haut.AI	Board Advisor	2023
TEFL	Teaching English as a foreign language Diploma	2007
B.Ed	Degree in teaching, Moray House University, Edinburgh	1991-95
	4 Higher Grades, Dollar Academy, Perthshire	1998-91
	8 GCSEs, Culcheth High School, Cheshire	1984-89

