



Jonni Zabiega

Managing director

London, UK

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Languages

English (Fluent)

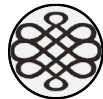
About

An energetic and passionate director with a proven track record of delivering outstanding results. A specialist in the luxury and interiors field having held a range of senior roles within this space.

BRANDS WORKED WITH

- Bonham&Bonham
- EuroCave
- Harrods
- Heal's
- Skandium
- The Sofa & Chair Company

Experience



Sales Director

EuroCave | Sep 2018 - Nov 2022

UK Sales Director for the world's leading manufacturer of high-end wine storage and display solutions. Full responsibility for all aspects of the business including the company's growth strategy, P&L and the recruitment & management of a team of sales and design experts. A hands-on sales director with accountability for all aspects of a successful multi-channel national business. Delivered record sales and profitability results through a flexible & creative approach.

- Full P&L responsibility including sales & margin forecasting alongside regular presentations and accountability to the company CEO & international ownership.
- Responsible for personal & team lead generation with both new and existing clients from the interiors, architectural, property development and private client sectors. Multiple key projects designed and successfully completed across a broad range of design briefs and differing locations. These included top hotels, restaurants, and members clubs as well as for broad range of HNW private clients.
- Responsible for the development of the EuroCave brand within the UK including the launch of a successful Harrods shop in Shop in 2019, recruitment of regional sales managers and the onboarding of several large key accounts helping the business to surpass aggressive growth targets.
- Recent key projects include the recruitment of key regional sales representatives and the roll out of further retail locations in targeted areas. Membership of the steering group responsible for ongoing development of the international website. The redesign and development of the current flagship showroom with works due to start imminently as well the renegotiation of all UK wide rate and rent cards which assisted towards a record set of financial results.

Managing Director

Bonham&Bonham | Jun 2017 - Sep 2018

MD of a successful long standing interior design and property development business. Responsibility for the launch of an extensive product / lifestyle range designed to complement the existing interiors and services offer. Role covered all aspects of both the strategic and commercial areas of the business with a key focus on the growth of a luxury brand.

- Utilised extensive industry connections to develop new sales opportunities and deliver project work for the business. Consistent sales growth and increased company awareness.
- Design and development of an extensive and commercial product range. This covered all key product categories with a mixture of company designed & manufactured ranges of upholstery and cabinetry to partnerships with a broad network of leading suppliers.
- Setting of all financial budgets and sales targets as well as the launch of new ordering and inventory systems.
- Recruitment of dynamic hires against key roles to support the quick growth and commercial objectives of the business.
- Worked closely with a leading design agency on the redesign and launch of the company's website.
- Daily involvement with the company's Cotswolds workshop employing 40 skilled craftspeople producing bespoke cabinetry and joinery work for



several high-profile projects in both residential and commercial fields.
•Launch of an exclusive personal art consultancy service in collaboration with one of London's most respected gallery owners.

● Head of Sales

Heal's | Oct 2015 - Jun 2017

Executive board member for the country's leading furniture, lighting & homewares retailer. Responsible for the implementation of a clear sales strategy across all retail and B2B sales channels greatly improving both profitability and overall business performance. Launch of several key new sales channels generating additional revenue for the business.

- Responsibility for all aspects of sales operations across six standalone stores with a combined turnover more than £22m. Key results achieved included +14% growth in sales and a +18% increase in repeat custom.
- Increased profitability achieved through cost reductions, better negotiated supplier terms and pricing reviews.
- Key driver in the roll out of 8 successful concession partnerships in the flagship store ensuring an underperforming floor became a profitable and high-profile branded destination. Concession agreements reached with leading brands including Fritz Hansen, Moroso, Riva, Petite Friture, Timothy Oulton, De La Espada & Porada. This ensured guaranteed minimum sales terms and a clear sales commission structure on top of staff & stock savings achieving a minimum of +£2.8m additional revenue per year.
- Recruitment and launch of a successful Trade sales team targeting leading Interior Design practices, Architects and B2B accounts. Using a clear strategic and personal approach Heal's trade generated more than £1.6m of new business in its first full year.
- Development of the Heal's Tendeter bespoke furniture and Joniery workshop. Worked closely with the Director of Tendeter to promote and develop the business to its fullest. Several key projects secured with both high end private and commercial clients including Linley, Liberty & Whittington Investments.
- Responsible for the inception and launch of the Heal's Interior Planning Service which provides a personalised interior design service for high spending clients. This delivered £450k of additional revenue in its first six months while increasing ATV's significantly across all stores.
- Design and roll out of the Heal's Black Book offering a unique professional trade partner services to all Heal's clients generating significant positive customer feedback and repeat sales.
- Sole accountability for all store developments refits & budgets. Full programme of major works implemented across every store to improve customer experience and deliver an incredible environment.
- Strong working relationships built with many of the industry's leading brands, agents, and designers.



● Head of Sales

The Sofa & Chair Company | Feb 2014 - Oct 2015

Full responsibility for all B2B sales accounts with one of London's leading manufacturers of premium bespoke upholstery and furnishings through a team of x 22 trade account managers & assistants. Key achievements included consistently delivering against aggressive sales targets and the implementation of robust sales strategies that drove substantial business growth.

- Sales orders £17.4m +52% on LY.
- Streamlining of all systems as well as the introduction of account management guidelines.
- Introduction of trade account reporting used to drive sales and positive sales behaviours.
- Responsible for the setting of annual sales budgets and individual sales targets across team.
- Successful recruitment of key account managers and assistants in line with company's rapid growth and expansion.
- Introduction of mobile trade sales team ensuring a far greater reach and allowing the targeting of additional untapped business.
- Personal daily involvement with varied and high-profile client listing including interior designers, developers, architects, & commercial businesses.



● Operations & Fulfilment Manager

Harrods | Feb 2012 - Feb 2014

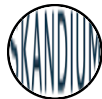
Full implementation and launch of the Harrods fulfilment team responsible for the fulfilment of all own bought furniture orders from point of sale to post-delivery. Key measures included improved customer journey throughout the furniture ordering process, cost and profit management, vendor compliance and the development of personal top tier client service. Operational responsibility for all aspects of showroom changeovers with a requirement to meet strict deadlines alongside the careful movement of a high number of valuable and unique items.

- Annual sales orders of £25.2m fully processed by fulfilment team
- Combined annual delivered sales budget of £28.5m split across 8 separate product categories and +60 international & UK based luxury furniture brands
- Delivered sales during 10-month period of £23.2m v plan of £19.4m +19%
- Charter customer service complaints -15% v target of -10% on LY
- Launch and roll out of fulfilment across the business with all connected departments including buying, sales, delivery & customer services
- Management of all Vendor SLA's
- Management of the own bought order bank ensuring that all orders taken were delivered on schedule and against delivered sales targets.
- Reporting responsibility on delivered sales projections to senior management including board of Directors & GMM.
- Recruitment and launch of the Furniture Logistics team following re-structure. Team of 8 responsible for the handling and movement of all furniture stock in and out of Harrods.
- Operational responsibility for all seasonal brand re fits including Fendi, B&B Italia, Ligne Roset, Vi Spring, & Ralph Lauren.
- Design and installation of the Harrods Global shipping & Interior planning service
- Close working relationships with all related functions including technical services department, vendors, contactors, the visual merchandise team as well as several international and local courier companies.



● Floor Manager Furniture

Harrods | Jun 2005 - Nov 2012



● Showroom Manager

Skandium | Jul 2002 - Jun 2005

Showroom Manager of one of the UK's leading furniture showrooms specialising in contemporary Scandinavian design and Homewares. Responsible for the daily management of both the flagship showroom & two Selfridges concessions. Worked closely with the business owners on the development of the brand as well as the launch of new stores and concessions.

Education & Training

1995 - 2001

● Glasgow School Art

BA (Hons) Product Design , Bachelor of Arts

1993 - 1995

● Cardonald College

HND Industrial Design , Industrial Design