



# Alex Cousins

Consultant/ Head of Buying/New Business/Marketplace

📍 London, UK

🟢 Alex is **Available to work**

[Portfolio link](#)

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## Work Preference

Location: Not looking to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

## Skills

Buying Management (Advanced)

Fashion Consulting (Advanced)

Strategic Growth (Advanced)

E-commerce Consulting (Advanced)

Stakeholder Engagement (Advanced)

B2C (Advanced)

Relationship-builder with Unsurpassed...

New Business Opportunities (Advanced)

## Languages

English

## About

Extensive Commercial, Multi-Product/Brand Buying & Management, and B2C Marketplace experience. History of leading multi-disciplined teams to deliver end-to-end development and growth. Considerable Buying expertise with a track record of leading successful, agile Buying strategies and teams across multi-categories & global brands.

### BRANDS WORKED WITH

ASOS

Tesco

tesco

## Experience



### ● Marketplace New Business & Compliance Lead Lead

ASOS | Jan 2019 - Jan 2022

Support, lead and manage the ASOS Marketplace New Business Team and Strategy, defining and driving Commercial goals to deliver the most compelling and relevant product offer through partnering with the next generation of global fashion talent. Lead and collaborate with multi-functional teams and business stakeholders to drive and deliver Governance and Compliance for ASOS Marketplace



### ● Marketplace Lead

ASOS | Jan 2017 - Jan 2019

Responsible for the end-to-end commercial performance of ASOS Marketplace. Support, lead and manage the ASOS Marketplace Business Unit Strategy and multi-disciplined teams to bring the ASOS customer an unrivaled range of fashion to empower individuality. Build, develop, and drive the Global Brand Strategy, championing the next generation of branded talent and vintage curators, to grow Sales, Traffic, and Engagement.



### ● Lead Senior Buyer

ASOS | Jan 2014 - Jan 2017

Support lead and manage non-clothing branded buying teams to deliver a compelling, unique curation of commercial and profitable product ranges. Lead teams to deliver strategic priorities in line with the ASOS Commercial Strategy and ASOS' Vision. Oversee the development and management of the non-clothing supplier base, unlocking product & brand opportunities. Build and lead effective global partnerships.



### ● Senior Buyer

ASOS | Dec 2011 - Jan 2014

Responsible for creating, managing, and executing the buying strategy against sales, margin, and profit plans for multi-categories. Anticipating customer needs and future trends, delivering a compelling global curation of global brands (High Street through to Premium). Build and evolve strong, agile relationships with brands and suppliers. Manage, coach, and support productive and motivated buying teams.



### ● Senior Buyer

ASOS | Dec 2009 - Dec 2011

Lead Strategy & Team to scale Beauty Division and Brand portfolio in line with ASOS Commercial KPIs. Collaborate with Commercial, Editorial & Marketing Teams to drive awareness & revenue. Establish & execute Premium Beauty Brand Acquisition Strategy & Roadmap. Build & Develop Global Branded Strategic Partnerships with Senior Business Stakeholders. Recruit, Coach & Mentor the Beauty Team fostering a culture of disciplined, creative collaboration.



- **Buyer: Beauty**

ASOS | Mar 2006 - Dec 2009

Define & Build ASOS Beauty brand and product offering with appropriate acquisition strategies to attract the most relevant and compelling Beauty Brands. Establish and execute Buying Strategy to deliver in line with sales and margin expectations. Cultivate & nurture internal and external relationships to drive engagement and awareness.

- **Assistant Sourcing Manager: Beauty**

Tesco | Mar 2003 - Jan 2006

Responsible for sourcing Premium Beauty Brands through off-price channels. Supporting the core Category Buying strategy through collaboration with Buying Teams.

- **Buying Assistant**

tesco | May 1999 - Mar 2003

Buying administrator & stock control for Beauty. Support the Buying Team with product creation, life cycle management, and stock allocation. Assist in managing supplier and brand relations.

## Education & Training

- **The Broxbourne School**

GCSEs,