



Alex Cousins

Head of Buying/Head of E-Commerce/Head of Marketplace/Consultant

📍 London, UK

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Languages

English

About

Over 15 years of Fashion Commercial experience in a progressive, fast-paced, digital environment.

I'm a dynamic, innovative and collaborative leader with extensive knowledge in building out digital business units. I've a track record of delivering effective e-commerce & buying strategies to enable development and growth across multi-disciplined teams. I possess excellent relationship skills, successfully managing and influencing senior stakeholders and cross-functional teams to deliver against goals.

BRANDS WORKED WITH

ASOS plc

Tesco

Experience



● ASOS Fashion B2C Marketplace New Business & Compliance Lead

ASOS plc | Dec 2019 - Dec 2022

Responsible for the global acquisition of next generation talent for ASOS Marketplace Womenswear & Menswear B2C platform, providing business and brand mentorship, whilst protecting the integrity & reputation of ASOS Marketplace and its users through appropriate governance and compliance.

1400 brands & vintage boutiques

Key Achievements:

Strategically positioned ASOS Marketplace brand to provide an alternative revenue space during pandemic, increasing portfolio from 900 to 1400 brands.

Project managed and delivered ASOS Marketplace back office platform migration, across stakeholders and divisions.

Launched ASOS Marketplace X Charity collaboration.

Delivered unique, online and exclusive partnerships during pandemic to drive engagement and traffic; Truman Brewery, International Pop-ups and takeovers.

Devised brand incubator program, providing tailored account management and mentorship to accelerate growth. Launched brand self-serve knowledge portal in Zendesk, equipping brands with the tools for success.

Lead legal governance and compliance for ASOS Marketplace across functions; Consumer Markets Authority HMRC post Brexit Tax legislation, Terms & Conditions.

Created gateway to graduate ASOS Marketplace brands from B2C to ASOS wholesale model.



● ASOS Fashion B2C Marketplace Lead

ASOS plc | Mar 2017 - Dec 2019

Responsible for the end-to-end function & commercial performance of ASOS Marketplace Womenswear & Menswear B2C platform

£11 m annual sales, 900 brands, and vintage boutiques. Team of 16 across disciplines, 6 direct reports

Key Achievements:

Steer ASOS Marketplace through a period of digital transformation; establishing brand position, and ecommerce direction in line with P&L requirements.

Lead ASOS Marketplace Business Unit to deliver mobile-first, front and back end developments, partnering with Product, Design and Engineering teams to optimise experience and performance.

ASOS Marketplace redesign and rebrand
UX and UI optimization strategy & roadmap

Back office platform upgrade; including new tech stack, search engine, CMS Brand self-serve Knowledge Portal

Build, develop, and drive the ASOS Marketplace Brand strategy and proposition, influencing senior ASOS Leadership team and exec sponsors to secure support & investment.

Drive the transition to focus on identifying and delivering bespoke strategies for optimal performance and ROI

Lead, develop and coach team of 16 across multi-disciplines: Content & Marketing, Operations & Compliance, Buying & Brand Management. Trade & Analytics.

Collaborate & influence across ASOS divisions to execute ASOS Marketplace strategies; Finance, Tech, Design, Marketing & Legal.



● Senior Buying Lead Non Clothing Business Unit

ASOS plc | Mar 2014 - Mar 2017

Steer Non Clothing Business Unit & Strategy in line with commercial KPIS. Lead & manage Buying Teams to deliver a unique, curation of global brands and product ranges.

£25m annual sales, 900 options, 50 brands. Team of 14, 4 direct reports

Key Achievements:

Secured consistent double digit sales growth whilst growing intake margin. Lead restructure of Non Clothing business unit from category buying to head-to-toe brand buying, managed transition and handover across teams and brands.

Secured preferential terms across strategic partners, moving to FOB, SOR agreements, volume tiered buying discounts.

Spearheaded global acquisition of brands and development opportunities to strengthen brand offer from 30-50 brands, including Ugg, Birkenstock, Monsoon Accessorize.

Unlocked product opportunities across individual, and multi-brands; £3m incremental sales delivered.

Managed key strategic brand relationships for ASOS across Womenswear & Menswear driving buying efficiencies and improved trading terms.

Created ASOS Third Party Brands On-Boarding Protocol for ASOS Group, partnering with Legal, Sourcing, Finance and Operations.

Appointed Buying sponsor to shape Branded Engagement Strategy in line with ASOS Fashion with Integrity goals. Chair for ASOS Womenswear Buyer Forum, AB & BA Succession Planning. Lead on ASOS Womenswear Buying Competency Framework.



● Senior Buyer Bags, Accessories & Jewellery

ASOS plc | Dec 2011 - Feb 2014

Responsible for creating, managing and executing the buying strategy against sales, margin and profit plans for global high-street to premium brands across multi-categories.

£1 2m annual sales, 30 brands.

Key Achievements:

Lead merger of Bags, Accessory & Jewellery into one category resulting in a more efficient, streamlined approach to buying structure.

Managed, coached, and supported productive and motivated buying teams through transition avoiding trade disruption. Increased network of brands to enable stable product availability and sales potential. Built and evolved strong, agile relationships with brands and suppliers to drive trade optimisation. Identified development brand gaps to drive out sales opportunities resulting in multi-category brand offer across price points.



● Senior Buyer Beauty

ASOS plc | Dec 2009 - Dec 2011

Lead strategy & team to scale Beauty Division and Brand portfolio in line with Commercial KPIS

£1 0m annual sales 70 Brands, 1000 options

Key Achievements:

Identified & delivered effective acquisition strategy to grow Beauty offer from 35 to 70 brands, introducing premium brands section to offer.

Influenced senior business leaders to drive internal & external aware-

ness, resulting in dedicated ASOS Magazine placement, ASOS Beauty press days, ASOS Beauty Newsletters. Secured incremental revenue, and drove awareness through ASOS Magazine placement and Commercial activity; £500k in year 1. Cultivated strategic partnerships and nurtured new business relationships with senior brand and business stakeholders including MAC, Estee Lauder Group. Secured high profile brands such as Benefit, Nars, Shiseido, Bare Minerals, Laura Mercier.



- **Buyer Beauty**

ASOS plc | Mar 2006 - Dec 2009

Define & build ASOS Beauty brand position and product offering to compliment ASOS offer.

£6m annual sales, 35 brands, 400 options

Key Achievements:

Identified brand building blocks to grow awareness, traffic and engagement to ASOS Beauty. Devised acquisition strategy to attract the most relevant and compelling High Street Beauty Brands. Introduced Beauty up-sell opportunities on product pages and within ASOS Womenswear home pages and magazine. Strengthen brand partnerships resulting in greater account focus and access to broader product ranges.



- **Assistant Sourcing Manager**

Tesco | Mar 2003 - Jan 2006

Assist the sourcing of Premium Beauty Brands through off-price channels, supporting the Category Buying strategy through collaboration with core Buying Teams.



- **Buying Assistant**

Tesco | May 1999 - Mar 2003

Buying administrator & stock control for Beauty. Supported the Buying Team with product creation, life cycle management, raising purchase orders, and stock allocation.

Education & Training

- **The Broxbourne School**

GCSEs,