



Guido Slotboom

Brand Ambassador, Visual Merchandiser, Leader, Motivator and allround consumer enthusiast

📍 90 Nuremberg, Germany

✅ Guido is **Available to work**

[Portfolio link](#)

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Links

[Website](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Freelance Assignments

Skills

Communication (Advanced)

Collaboration Solutions (Advanced)

Creativity Skills (Advanced)

Strategic Thinking (Advanced)

Leadership (Advanced)

Enablement (Advanced)

Campaign Concepting (Advanced)

Brand Marketing (Advanced)

Brand Management (Advanced)

Marketing Activation (Advanced)

data driven (Advanced)

costumer focused (Advanced)

About

MERCHANDISING, BRAND AND STRATEGY MANAGEMENT OBJECTIVE I am a highly motivated and progress-oriented executive with a focus on brand management & development, communication, creativity, marketing and strategy as well as broad experience in product management and in-store communication in retail, wholesale and digital.

BRANDS WORKED WITH

Adidas

Foot Locker

Levi Strauss & Co.

Levi Strauss & Co Emea

Nike Ehq

Experience

● FREELANCE VM AND RETAIL SPECIALIST

| Jul 2021 - Now

Help businesses meet their VM and retail needs

•Help tell stories and optimize the way they work

● BUSINESS OWNER

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Responsible for an online home design business

•Create, source and design product to be sold on the Ecom platform

•Design and maintain the website on a daily basis

•Design and execute brand identity

•Create weekly and monthly marketing plans and review return on investment

•Warehousing and shipping of products to end users



● DIRECTOR ISC CONCEPT CREATION

Adidas | Jun 2018 - Jun 2021

Led a team of 4 direct reports and led a wider team of 20 dotted lines

•Develop a digital and analog storytelling approach and implement it in two flagship stores that incorporate the latest in digital retail communication for both consumers and employees

•Based on the flagship stores, I developed a storytelling approach that was rolled out in all of the brand's concepts.

•Creation of storytelling policies and processes, which were then implemented in all stores worldwide

•Managed budget of €2.000,000 per year



● DIRECTOR CONSUMER EXPERIENCE ACCELERATION

Adidas | Jun 2016 - May 2018

Led a team of 2 direct reports

•Created a new communication model for the entire adidas retail business

•Introduced a new communication model for all Brick & Mortar, Wholesale and Digital

•The new model was successfully executed on 3000 SKUs

•Created and rolled out an online server for all product communication worldwide

•Managed budget of 250,000 per year



● DIRECTOR VM & RETAIL MARKETING ACTIVATION

Adidas | Jun 2013 - May 2016

Led a team of 15 direct reports internationally

•Creation of over 50 separate windows and POS campaigns in-house and with agencies

•Creation and introduction of 3 store concepts

•Launch of 35 marketing activation campaigns

•Creation and implementation of VM policies and guidelines for 6 sea-

Agile Coaching (Advanced)

Omni-Channel Marketing (Advanced)

storytelling (Advanced)

Sustainability Appraisal (Intermediate)

Change Management (Advanced)

Concept Modeling (Advanced)

Calendar Planning (Advanced)

Agency Agreements (Advanced)

retail (Advanced)

Team Management (Advanced)

Budgeting (Advanced)

Stakeholder Management (Advanced)

Visual Merchandising (Advanced)

District Management (Advanced)

People Development (Advanced)

Store Opening (Advanced)

Sales (Advanced)

Training (Advanced)

Languages

German (Basic)

Dutch (Native)

English (Fluent)



sons

- Creation of retail calendars and ensuring the correct rollout
- Management of 3 team restructurings and change management
- Managed budget of €1.000,000 per year VISUAL MERCHANDISING, BRAND AND STRATEGY MANAGEMENT PRODUCT PRESENTATION, SPACE PLANNING & TRAINING

MANAGER

Nike Ehq | Oct 2012 - Feb 2013

Short-term project to cover sick leave

- Lead a team of 2 direct reports
- Defined and created the VM training process
- Creation of a showroom plan for all concepts and sales areas
- Optimized 2 campaigns for rollout

VISUAL MERCHANDISING MANAGER EUROPE

Foot Locker | Apr 2010 - Sep 2012

Lead a team of 15 direct reports internationally

- Chaired over 150 Vice-President meetings and managed calendars and financial statements
- Managed over more than 150 store refurbishments
- Managed over 150 store openings
- Creation and execution of 2 store concepts
- Run over 300 different window campaigns in-house and with agencies
- Rolled out 36 VM policies
- Delivered 150 VM newsletters
- Creation and introduction of 12 mannequin designs
- Managed budget of €500,000 per year

Visual Merchandising Coordinator

Levi Strauss & Co Emea | Apr 2006 - Mar 2010

Lead a team of 2 direct reports

- Creation and introduction of 3 store concepts
- Creation and implementation of VM policies and guidelines for 8 seasons
- Creation and implementation of 8 VM training weeks throughout Europe and Eastern Europe



VISUAL MERCHANDISER & DISTRICT MANAGER

Levi Strauss & Co. | Jan 2001 - Mar 2006

Led a team of 12 store managers

- Implemented 10 seasonal VM policies and policies
- Implemented 60 window campaigns
- Implementation of over 100 training sessions
- Management of 12 owned and operated stores