

# James Brennan

Regional/Area Manager, Luxury Retail

📍 Manchester, UK

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## Languages

English

## About

A conscientious and result-driven business professional adept at Luxury Retail Management, Sales Development, P&L Accountability, Operations and Brand management, alongside the development and growth of high performing teams. Worked extensively in the Luxury Retail Industry across the UK and Middle East, generating new business and driving revenue growth. Committed to achieving demanding deadlines and business critical objectives whilst remaining focused on providing excellent customer service. Combines a strong work-ethic with exceptional interpersonal and communication skills required to build and maintain strong working relationships with people at all levels. Adopts a consultative selling approach to build trust and ensure specific client requirements are met. Able to effectively research markets, analyse customer demographics and past sales data to increase a company's competitive advantage. Regarded as an inspirational people manager, capable of training and developing teams enabling them to fulfil their potential and add value to the business.

### BRANDS WORKED WITH

Al Tayer Group

Club 21 Uk Ltd

Flannels

Selfridges Group

## Experience



### ● Area Manager

Flannels | May 2021 - Now

#### ACHIEVEMENTS & RESPONSIBILITIES

- Oversee a total portfolio of 17 stores across the Midlands (140M GBP)
- Successful 4 week install of Flannels first Luxury Flagship Store, encompassing 65'000 sqr ft of elevated luxury brands
- Rolled out 3 new stores during busy peak trading, across Derby, Merthyr and Coventry, adding a further 45'000 sqr ft to the portfolio
- Ongoing development of 16 Senior SMs to further imbed them in the new Flannels strategy of "Elevation"
- Succession strategy set with HR Business Partners utilising 9 Box Grid to further develop key talent
- Successfully developed and installed "Flannels Service Culture" within the business
- Deep dives into stock packages with Buying and Merch, to commercially drive the business
- Within first year hit all KPIs, adding +5% to turnover, reducing stock loss by 2%, and staff attrition rates by 3%

### ● Divisional Sales Manager

Selfridges Group | Jan 2018 - Jan 2020

#### KEY ACHIEVEMENTS

- Played a pivotal role in the achievement of budgeted sales and profit in store within the Division
  - Leveraging excellent research and analytical abilities to identify market gaps and changes in competitor approaches to deliver functional support and increase the company's competitive edge
  - Maximising selling time and enhancing customer service by implementing a wide-range of potential initiatives and effectively interacting with Department and Service Managers
  - Achieving corporate objectives and improving personnel skills by supervising a development programme aimed at training, coaching and mentoring staff members
  - Relying on outstanding problem-solving skills and internal control systems to resolve employee issues in line with organisational guidelines, while applying best practice at all times
  - Sustaining a 97% quality assurance score based on store operations, loss prevention and staff knowledge
  - Leading the well-being team to increase awareness on men's mental health, in liaison with Papyrus Charity
  - Driving the Net Promoter Score (NPS) across all divisions with a positive lift vs budget and Ly, as the service lead
- #### RESPONSIBILITIES
- Fully accountable for the management of budgets, expenses, profits and

losses for the £30 million turnover Men's Division, whilst ensuring staffing costs remain within budgeted FTE targets

- Utilising CRM data to define challenging sales and financial targets and chairing meetings to discuss progress reports
- Effectively developing and managing both new and existing stores and providing information to customers concerning available products, services and other technical information
- Driving business growth and ensuring the achievement of bottom-line results by overseeing contract negotiations, customer service, change management, staff recruitment and strategy development initiatives.
- Meeting customer demand with regard to stock package by fostering effective business relationships and building alliance with merchandising departments to confer and close contract negotiations

### ● Deputy General Store Manager (Maternity Cover)

Selfridges Group | Jan 2017 - Jan 2018

#### KEY ACHIEVEMENTS

- Increased the company's competitive advantage by successfully conceptualising, developing, implementing and evaluating department strategies, innovative marketing initiatives and product assortment
- Drove positive entrepreneurial sales processes and procedures by empowering the Sales Manager team to exceed £130m GBP turnover
- Received recognition for achieving an impressive +70% NPS benchmark
- Expanded database and increased sales by building and maintaining effective relationships with B&M and personal shoppers
- Influenced brand growth and success by implementing a strong succession plan
- Achieved 65% pre-sale targets by planning for and implementing effective business strategies and managing terminal stock
- Turned around under-performing departments and motivated team members by mentoring Sales Managers to negotiate for better stock packages for their divisions, coached and led by example to increase sales



### ● Regional Retail Manager

Al Tayer Group | Jan 2015 - Jan 2017

#### KEY ACHIEVEMENTS

- Drove positive, cost-effective results by delivering strategic guidance during down-turn periodic/financial crash and liaising with various departments including buyers and brand partners
- Planned for and identified new market nationalities coming into the GCC region by creating a new retail calendar
- Increased customer satisfaction and employee productivity by coaching and mentoring Senior Store Managers and encouraging an entrepreneurial ethos and culture
- Contributed to continuous development of store teams, monitored processes for continuous improvement and proficiently managed all aspects of P&L
- Leveraged excellent negotiation skills to get brand discounts and funding



### ● Retail Area Manager

Al Tayer Group | Jan 2012 - Jan 2015



### ● Flagship Store Director

Al Tayer Group | Jan 2010 - Jan 2012

### ● Dual Site Store Manager

Club 21 UK Ltd | Jan 2002 - Jan 2010