



Alan Tyldesley

Mclm

Luxury marketing, advertising & brand strategy leader with expertise in fashion, circularity & fragrance.

📍 London, UK

[Portfolio link](#)

[View profile on Dweet](#)

Links

 [LinkedIn](#)

Languages

German

Spanish

English

About

Entrepreneurial marketing leader who brings captivating brand story-telling and breathes new life into businesses, armed with visionary excellence that transforms brands at rapid pace. A resourceful and pragmatic marketing swiss-army knife, who embodies the bravery and agility of start-ups, and the rigour of global luxury corporations. An inspiring people-first leader and coach, who sees potential in both businesses and people, nurturing high performing global teams through collaboration, trust and empowerment.

BRANDS WORKED WITH

Edwardian Hotels

Grey London

Harrods

Lampoo

Spotify

YOOX NET-A-PORTER

YUCCA

Experience



● Category Development Officer, Retail & Travel

Spotify | Dec 2022 - Aug 2023

Regional strategic lead for the retail & travel categories, defining commercial growth strategies and meaningful narratives. Data Analytics: Used complex data and insight to deliver +15% in luxury retail revenue in 5 months.



● Global Head of Brand Marketing & PR

Lampoo | Nov 2021 - Aug 2023

Defined and scaled the brand with limited budget and resource, reporting directly into the CEO. Rebrand: Mined customer insights to inform a repositioning as a sustainable luxury resale platform. Team Leadership: Defined commercial needs and assembled a team of 5, supporting them to navigate the challenges start-ups in a tough economy. European Launch: Defined and led the launch growing social media following by 500% and revenue by 300% YOY.



● Group Marcomms Manager

Harrods | Jun 2019 - Nov 2022

Oversaw 2 direct reports in defining omni-channel marketing & communications strategies, whilst mastering cross-functional influence in a complex business. Customer-Centricity: Defined 3-year business-wide strategy in 3 months, resulting in new processes and +225% digital marketing budget.



● Global Brand Marketing Manager

YOOX NET-A-PORTER | Sep 2016 - Jun 2019

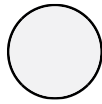
Transformed the brand strategy for The Outnet, scaling rapidly to a respected global luxury retailer. Commercial brand marketing strategy: Defined a new brand strategy which shifted the brand away from its short-term product led approach, resulting in €92m (+50% YoY) new customer revenue. Scaling Global Teams: Identified growth areas to deliver the commercials, resulting in team growth from 5 to 13 in 4 continents, responsible for brand, advertising and strategic partnerships. Media Strategy: Owned the global media strategy and agency relationship with a £6.2m budget management responsibility.



● Group Brand Manager

Edwardian Hotels | Feb 2014 - Sep 2016

Led the repositioning, rebrand and consistent implementation of all brand communications, overseeing a team of 5 brand marketing, social media and partnerships specialists.



- **Global Account Director**

Grey London | Sep 2011 - Feb 2014

Managed the global strategy, production & execution for HUGO BOSS fragrances. Awarded the P&G Rising Stars award for outstanding achievement.



- **Digital Account Manager**

YUCCA | Feb 2007 - Sep 2011

Managed website, social media and online marketing for a range of agency clients across hospitality, sports and travel.

Education & Training

2016

- **Imperial College**

Executive Leadership,

2002 - 2005

- **University of Warwick**

Bachelor of Science,