



# 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

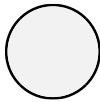
Transformed the brand strategy for The Outnet, scaling rapidly to a respected global luxury retailer. Commercial brand marketing strategy: Defined a new brand strategy which shifted the brand away from its short-term product led approach, resulting in €92m (+50% YoY) new customer revenue. Scaling Global 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

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2016

- **Imperial College**

Executive Leadership,

2002 - 2005

- **University of Warwick**

Bachelor of Science,