



Anneliese Collis

Director Retail & Operations,
Luxury Fashion

📍 London, UK

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Languages

English (Fluent)

About

Senior Retail Director with a 22-year track record of high impact operational and strategic improvement in the luxury sector, with deep skills and understanding of client behaviour, including visual merchandising and store management with extensive international exposure. Familiar and fluent at managing stakeholders at all levels, a consummate collaborator trusted to execute transformational change to deliver significant and lasting commercial benefit. Adept at multi-channel global operations via mainline, outlet, airport and concession sites. A persuasive and inspiring leader, culturally sensitive and able to drive top levels of team and individual performance, with a history of developing staff to achieve significant career progression and in-house promotion.

BRANDS WORKED WITH

Britcross (British Red Cross)

Burberry

Clarks

La Perla

Mulberry

Thomas Pink

Experience



● Customer Experience Director

Clarks | Mar 2022 - Now

Leading team of 50 IT professionals across store technology, key digital products (DSV, B2B, EDI & Marketplaces) and change programmes. Defining and executing Customer Road Map in line with commercial strategy. Establishing strong business relationships, with focus on retail-based IT solutions through stakeholder engagement.

● Volunteer Director & Board Member

Britcross (British Red Cross) | Nov 2020 - Now

Volunteer Director and Board Member for Britcross, trading subsidiary of the British Red Cross.



● Head of Global Retail Operations

La Perla | Nov 2020 - Jul 2021

Key Retail Operations leader, defining and executing operations excellence strategy in line with commercial targets. Leading a cross functional team for the retail excellence evolution, focusing on client journey, people development and building a retail community through strong internal communication



● Director of Retail Standards & Operations - Global

Burberry | Aug 2017 - Nov 2020

Key Retail Excellence leader, defined and executed strategy and roadmap in line with commercial and business targets, identified areas of opportunity and executed changes, provided key communications to leadership and senior stakeholders throughout and coached/developed a team of 5. Developed business opportunity through driving digital sales via an omni channel approach, whilst ensuring store environment supported luxury client experience through defined global architecture standards for all areas of store operations.



● Director of Retail Programme Delivery - Global

Burberry | Oct 2016 - Aug 2017

Led team of 5 in the planning, development and delivery of a variety of key strategic retail projects ensuring a globally consistent approach. Streamlined project communication to retail partners through championing team as a single point of contact for key stakeholders (retail, product, supply chain, digital, PMO etc) ensuring Single point of liaison for all new innovations and updates to ways of working.



● **Director of Operations & Service & Productivity - EMEIA**

Burberry | Aug 2014 - Oct 2016

Led a team of 30 operations and training specialists across EMEIA stores to ensure consistent and high -quality training delivery. This included road shows in conference format, a focus on accessories performance accompanied by roll out of a new customer experience strategy.



● **Director of Operations - EMEIA**

Burberry | Aug 2013 - Aug 2014

Managed the implementation of a variety of key initiatives co-ordinating with all functions (architecture, construction, business development, facilities and local retail and merchandising). Oversaw regional operations monitoring and improving performance throughout and collaborating with IT and other support functions to ensure effective and efficient store operation. Supported client events and other marketing activity, providing clear and concise messaging tailored to particular countries (including the use of a new digital learning tool), managing costs and budget throughout. Built team of 10 Operations Field Managers to deliver an extensive programme of store development opening/closing 30 stores.



● **Retail Operations Improvement Manager - Europe**

Burberry | Sep 2011 - Jul 2013

Led programmes to deliver major change across 104 stores in 16 countries, 34% of annual turnover, alongside oversight of inventory control for all stores. Regular engagement with Directors and stakeholders across the business to identify improvement opportunities and then to lead projects across mainline, outlet, airport and concession channels, ensuring close alignment with luxury brand values.



● **Area Manager - Northern European Outlets**

Burberry | Apr 2008 - Aug 2011

Regional leadership role driving sales and profits across a 12-store portfolio (33,000 sq. ft, 200+ staff, £73m t/o). Coached and mentored a multi-site retail management team to take ownership of their own store performance, facilitating major improvement, cost saving and refurbishment programmes.



● **General Manager - Regent Street**

Burberry | May 2006 - Mar 2008

A high-profile change role accountable for transforming the underperforming Regent Street store (67 staff including the global customer service division, t/o £9.7m). Held full P&L and HR responsibility.



● **Area Manager Airports and Non-London Stores**

Thomas Pink | Jan 2002 - Apr 2006

Full P&L accountability for travel retail and non-london stores.



● **Store Manager**

Mulberry | Mar 2001 - Jan 2002

All aspects of leading store team to achieve targets with full P&L accountability.

Education & Training

2020 - 2020

● **Burberry**

Yellow Belt , Lean Six Sigma - LSS

2019 - 2019

● **ANLP**

NLP Practitioner, NLP

1993 - 1997

● **Surrey University**

Degree, BSc Retail Management