



# Angela Barker-Blundell

Owner/Founder/Consulting Director

📍 London, UK

✅ Angela is **Available to work**

[Portfolio link](#)

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## Links

 [Website](#)  [LinkedIn](#)

 [Instagram](#)

## Work Preference

Location: Not looking to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Permanent Positions, Hourly Consulting

## Skills

New Business Development (Advanced)

New Business Generation (Advanced)

P&L Accountability (Advanced)

P&L Management (Advanced)

Sales Analysis (Advanced)

Marketing Activation (Advanced)

Retail Branding (Advanced)

Retail (Advanced)

Business Acumen (Advanced)

Strategic Account Development (Ad...

## About

Joint founder of Concrete Concept, a boutique sales agency that provides a whole-sale sales platform for brands nationally and internationally. Creating business plans for companies to grow as well as provide showroom for introduction. Brands include Adidas, Wolford, Polo Ralph Lauren, CNCRT London, Amor 'e Coro, Promise and Pierre Mantoux

[Https://www.concrete-concept.org](https://www.concrete-concept.org)

Founder of CNCRT London, a slo fashion, timeless, ethically produced brand that provides women with their your wardrobe staples. Made in the UK.

<https://www.cncrtlondon.com>

Passionate about building brands from the bottom up; finding new paths to success and being risk assertive in a world of too much apprehension to change

### BRANDS WORKED WITH

Club 21 Distribution

Concrete London Ltd/ Concrete Concept Ltd (Co-Founder)

Diesel

Mamas & Papas

Olsen gmbh

Olsen gmBh

Property Organiser

SELECTED HOMME

Sunnylife (Australia, Usa, Uk, Eu)

Thought Clothing

Wdt

Wolford

ZAVI

## Experience

### ● Founder/Consulting Director/Transformation director

Concrete London Ltd/ Concrete Concept Ltd (Co-Founder) | Jan 2016 - Now

- Representing brands such as ADIDAS, WOLFORD, POLO RALPH LAUREN, CNCRT LONDON, PROMISE, SCHIESSER, AMOR 'E CORO, PIERRE MANTOUX

Innovative and strategic building of global brand portfolio

- Develop and implement brand DNA strategies
- Solid commercial acumen
- Grow exceptional, swift and long-term revenue and EBIT
- Implement and execute successful campaigns across multiple channels of distribution
- Develop strong business partnerships with investors
- Embed robust retail / wholesale strategies
- Secure operational goals and achieve consistent revenue
- Lead, direct, motivate and empower teams
- P&L set up and management
- Integrate strategic plans across sales, marketing, merchandising and operations incorporating strategies with P.E. companies
- Deliver productive global commercial transformations, challenging established practices
- Create new paths for success especially with SMEs and start ups
- Manage new SMART multi-channel development
- Build and nurture key national/ international partnerships
- Define transparent, actionable and cohesive operational targets
- Identify and mitigate issues impacting on growth International current and past Brand partnerships with: Concrete-london - current ADIDAS - current Polo Ralph Lauren - current P J Salvage - current Schiesser - current Wolford SpA - current Aubade Paris The Sears group (USA), SGN Group (USA), Miroglio Group (Italy), number35 (UK), CG (Germany), Anglo Accessories (UK) Mamas & Papas (Worldwide) Sunnylife Europe Ltd (UK & EMEA) Property Organiser BehindBras <https://www.concrete-concept.org>

CNCRT London

Founder of ethically sourced and sustainably produced timeless collection of key every day wardrobe staples. Created in 2021 from a demand to slow down our life and focus on creating a better environment for the future. Currently, supplying to key independent stores and creating pop

## Languages

English (Fluent)

French (Basic)



### ● Head Of Global Sales

Thought Clothing | Mar 2021 - Jun 2021

Managing a team of thriving individuals to grow our international markets through marketplace partnerships, Agents, Distributors, concessions and wholesale partners.

Creating a 3 year business plan to take the business to the next level  
Managing a team of 9 sales individuals, agents and distributors globally



### ● New Business Development

Property Organiser | Feb 2020 - Oct 2020

Set up and create progressive web app for auction site. Social media focus to launch app and grow awareness of Property Organiser.



### ● Interim Head of Global Sales and Distribution

ZAVI | May 2020 - Jul 2020

Define wholesale global strategy for Zavi to include infiltration into wholesale channels such as department store, e-commerce, boutique distribution.

### ● Director, UK, EMEA, Scandinavia and Benelux

Sunnylife (Australia, Usa, Uk, Eu) | Jun 2018 - Dec 2019

- Re thinking the strategy to build the Brand foundations in order to fulfil long term growth
- Built concrete partnerships with key opinion leaders in the European industry and Middle East for future long-term success
- Introducing new Distributor/franchise partners to the business (Middle East, Israel, Greece, Germany)
- Re-structuring team in UK office to maximise sales opportunities across UK & EMEA
- Set up for all EMEA operations, including logistics, finance, customer services, sales controlled by UK HQ
- Opening of new partnerships in key department stores due to existing connections with Buying Directors
- Re wiring the internal operations in the UK HQ in order to synergise the critical path and supply and demand with the Australian HQ
- Retail/Pop up concessions in key department stores such as John Lewis, Selfridges, Printemps, De Bijenkorf, Harvey Nichols, Doha



### ● Global Sales Director

Mamas & Papas | Feb 2017 - Jan 2018

Managing the Global Franchise and Partner business in addition to creating the synergy with our U.K. and Ireland Omni-channel business. Achieving a +27% like for like growth globally through new strategies with existing key partners Managing the) global business including franchise partners (Middle East, Greece, Israel), Agents and Distributors (USA) Managing a team who specialise in e-commerce, shop in shop development and traditional wholesale Realigning the distribution strategy for long term growth. Reviewing the wholesale process for substantial growth globally Cementing partnerships with Master Franchise partners Building long term strategies for new partners



### ● Managing Director, UK and Ireland

Wolford | Sep 2013 - Dec 2015

- Instrumental in devising and embedding global e-commerce strategy, achieving a 6000% increase on website engagement for Wolford in Year 1, securing SEO and analytical data of consumer plus region specific sites
- Restored private label collaborations with key luxury brands, renegotiating licence deals, including Agent Provocateur and Triumph, gaining an initial increased turnover of £2m in first year
- Implemented innovative retail incentives, re-aligning merchandising structure, enabling the achievement of highest ATV and PPP in global retail, +30% on USA figures
- Contributed to a +350% increase on EBIT target, enabling Wolford

to become parent company's 3rd highest grossing global subsidiary, streamlining operations and embedding cost efficient changes in sales and marketing, creating exclusives for key partners

- Built and developed long-standing partnerships with diverse accounts, including: Asos, Amazon, Brown Thomas, and Zalando
- Orchestrated the strategic opening and closing of retail concessions to positively impact on revenue

## ● **Managing Director, UK & Eire**

Olsen gmbh | Aug 2011 - Aug 2013

- Negotiated and secured robust collaborations with major department stores such as Fenwick Group, John Lewis, House of Fraser and Figueaves, achieving +150% wholesale growth, year on year
- Repositioned brand, implementing a modern distribution strategy
- Led and redefined global marketing strategy, collaborating with key partners, opening concessions, and delivering digital marketing strategies in store
- Devised and embedded a country specific global e-commerce platform, achieving a +350% increase in Year 1
- Created a 3-year growth plan, developing retail / wholesale turnover by 40% over a 3-year period, securing exceptional EBIT results versus a previously high negative, and restructuring finance
- Established a global retail concession model for Olsen, enabling the opening of 20 UK retail concessions within Fenwick, House of Fraser, and the Morley Group, implementing innovative merchandising business models
- Devised a NOOS system, achieving higher margins and revenue

## ● **Sales Director, UK & Eire**

Olsen gmBh | May 2011 - Aug 2011

Leading and empowering a salesteam to re evaluate and grow the business considerably over the next 18 months. Increasing the profitability of the business Re structuring the customer service sector Increasing the awareness of the brand through defined marketing strategies Repositioning of brand in key stores and growing with existing stores Store concepts in Department stores and major multiples Profit and Loss reporting Marketing strategies Budget reporting as a Subsidiary Francising opportunities Retail concessions



## ● **Head of Sales, UK**

SELECTED HOMME | Sep 2009 - Jun 2011

- Penetrated new distribution channels within ecommerce, department stores and retail franchise / concessions in major department stores, raising revenue by 650%
- Introduced a brand specific collection for ASOS' e-commerce platform, resulting in being defined as the second best-selling menswear brand within year one

## ● **Head of Sales, Fullcircle Womenswear**

Wdt | May 2005 - Aug 2009

Overseeing team of 5 sales agents and reps throughout UK and Eire. Repponsible for sales and distribution of brand. Defining true brand DNA and focusing on correct positioning in marketplace. Product development with design team. Collaboration with marketing team to ensure correct marketing strategy is kept. Retail openings in wholesale companies, eg House of Fraser concessions.



## ● **Sales Manager**

Diesel | Jan 1998 - Mar 2005

Responsible for sales launch, distribution of D Squared, Dieselstylelab and New York Industrie (mens and womens) into the UK/Eire market as well as Northern Europe, Middle East and Far East. Tiering of distribution for all brands across menswear and womenswear. Set up of Staff International UK offices with Diesel to showcase the Staff International brands (D2, Dieselstylelab, NYI). Launch of Diesel luggage licence in UK. Assisted in repositioning of Diesel in UK by introducing Diesel into Dieselstylelab stores.

- **Sales Manager**

Club 21 Distribution | Apr 1995 - Jan 1998

Sales management of Guess? Jeans across menswear and womenswear. Heading a team of 5 salespeople to drive sales through dept stores and independents throughout UK and Eire. Responsible for the sales and distribution of Emporio Armani Sportswear, Armani Golf and Donna Karan

## **Education & Training**

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1992 - 1993

- **University of Winchester**

BA (Hons) Fashion and business , Bachelor of Arts

1990 - 1992

- **University of Southampton**

HND Fashion, HND, HND (FASHION) AND BUSINESS MANAGEMENT

1986 - 1988

- **Hastings college of arts**

Foundation in art and design, Foundation Course in Art & Design

1977 - 1984

- **Hastings high school for girls**

9 O levels, 3 A levels, 3 A levels, 9 O levels