



Bob Brinklow

Chief Marketing Officer / UK
Country Manager / Managing
Director / Digital Market-
ing Professional / eCommerce
Specialist

📍 Milton Keynes, UK

✔ Bob is **Available to work**

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Digital Marketing (Advanced)

Growth Hacking (Advanced)

Customer Service (Advanced)

Sales & Marketing (Advanced)

Brand Building (Advanced)

Strategic Planning (Advanced)

Campaign Design (Advanced)

Languages

English

About

Driven entrepreneurial executive with over 30 years of progressive experience helping businesses scale and succeed in challenging markets. Totally customer-centric with vast breadth and depth of experience managing fast-growing eCommerce businesses and more recently gained experience in SaaS.

Experience in digital marketing, international expansion, customer engagement, managing partnerships, delivering large projects on time within budget, managing stakeholders, coaching and mentoring, and leveraging technology. Achieved significant results including growing an online start-up from zero to £15m revenues within 5 years and internationalisation of an online business into 5 new markets including Japan. Vast experience in many sectors including luxury gaming, fashion, electronics, mobile accessories, automotive, furniture & a tech SaaS company. Great with people, adaptable, and a natural collaborator who can share the organisational vision and can add value to the whole team.

An innovative strategic thinker with a strong work ethic who makes things happen in challenging environments.

Expertise in Digital Marketing: eCommerce, Conversion, Website Optimisation, CRM, PPC, SEO, Re-targeting, PR, Social Media, Email, Analytics, U/X, Behavioural Targeting Board contributor and problem solver

Marketing strategy, customer acquisition and retention, cross border trading, affiliate marketing, website UX and journey, social media

International eCommerce, system scoping, team Building & mentoring, digital transformation, digital marketing, and tech stack

Solid experience buying, retail merchandising and P&L

Promotional campaigns, product launch management, campaign development, social media proficiency, revenue generation

Worked in London, Stockholm, Denmark, Netherlands, USA Personality Positive, Organised, Innovative, Empathic & Adaptable

Loyal, Committed, Resourceful, Charismatic, Passionate, Patient, Visionary & Autonomous

Persistent, Good Communicator, Pace Setting, Entrepreneurial & Focused

"Few people have Bob's breadth of general management, IT, sales and marketing experience and most importantly track record. I heartily recommend him." Angus Clacher, founder, iwantoneofthose.com

"Bob is a highly experienced and skilled e-commerce professional and during his time at STRAX was instrumental in lifting our e commerce business into the 21st century. Bob's very articulate, commercially minded, and capable of working effectively with multiple internal and external departments/stakeholders." Simon Neave, Global Sales Director at STRAX

BRANDS WORKED WITH

Appliances

Chipex Ltd

electricshop.com

Ennovators.Com

Newchip Accelerator

Nord Security

Poppyandzach.Com

POPPY & ZACH

Poundshop.Com

Rock-Ola Manufacturing Llc

Strax Ab

the Electric Shop

The Games Room Company

Various Sme'S & Start-Ups

VOGA.com

Experience



● Managing Director / CMO / Country Manager

Nord Security | Jan 2022 - Now

Lithuanian technology business, unicorn status UK Country Manager

Steering the growth marketing strategy for the UK (£18m t/o) and working very closely with the influencer marketing team, mobile and app team, affiliate team, podcast team, paid and SEO teams, PR team,

and forging new relationships with strategic partners and sponsors to capture and fully leverage market share.



● **Start-up Mentor**

Newchip Accelerator | Feb 2022 - Now



● **Chief Marketing Officer & Board Member**

The Games Room Company | Jan 2019 - Now

Luxury games room products, group turnover GBP7m Chief Marketing Officer & Board Member

Responsible for all digital touch points and marketing activity for a luxury retailer, www.gamesroomcompany.com and California-based American jukebox manufacturer, www.rock-ola.com delivering the direct-to-consumer strategy, marketing, PR and customer service delivery.

Achieved +40% year on year growth attributed to the marketing effort and commercial impact with both brands.

● **Investor**

Poppyandzach.Com |



● **Director & consultancy roles**

VOGA.com |



● **Managing Director**

electricshop.com |

● **Joint Retail Owner**

Appliances |



● **Chief Marketing Officer**

The Games Room Company | May 2019 - Apr 2022

Luxury Retailer Gaming Products

- Board Member

- Responsible for all digital touchpoints and marketing activity for luxury retailer www.gamesroomcompany.com

- Achieving >35% year on year growth attributed to the marketing effort, commercial impact Leading a digital transformation process and the direct to consumer strategy for a luxury games room brand. Responsible for all marketing touchpoints and revenue growth. B2C and B2B suppliers of luxury games room products including foosball tables, table tennis, pool tables, pinball machines, jukeboxes, shuffleboards, and bespoke capabilities delivered by a team of experts.

● **SVP, Digital & Marketing**

Rock-Ola Manufacturing Llc | May 2019 - Apr 2022

Luxury Jukebox Manufacturer

- Board Member

- Responsible for all digital touch points and marketing activity for luxury retailer California based www.rock-ola.com delivering the direct to consumer strategy

- Achieving >35% year on year growth attributed to the marketing effort, commercial impact Leading a digital transformation process and the direct to consumer strategy for a luxury jukebox manufacturer. Responsible for all sales and marketing touchpoints and revenue growth.

● **eCommerce Director & Board Member**

Poundshop.Com | Jan 2018 - Jan 2019

Online grocery, turnover GBP10m (acquired by Poundland) eCommerce Director & Board Member Influenced GBP1m fund raise

Re-structured all marketing agencies/partnerships/internal teams including customer service for improved ROI and trading performance. Introduced new tech partners for personalisation, reviews, loyalty, CRM,

affiliate marketing and social media.

Direct management of the entire development road map and all aspects of marketing, KPIs and technology partnerships. Achieved +40% year on year growth.

● Director of Marketing and eCommerce

Poundshop.Com | May 2018 - Apr 2019

Pureplay Grocer www.poundshop.com

- Board Member and influenced £1 m fundraise
- Re-structured all marketing agencies/partnerships/internal teams including customer service for improved ROI and trading performance
- Introduced new tech partners for personalisation, reviews, loyalty, CRM
- Hands-on management of the entire development road map and all aspects of trading, marketing, KPIs and technology partnerships. Achieved >30% year on year growth

● Interim eCommerce and Marketing Director

Chipex Ltd | Oct 2017 - Mar 2018

Automotive Products and Accessories www.chipex.co.uk

- Advised CEO on international strategy and systems roadmap
 - Advised CEO on tech stack and marketing strategy. Set up KPIs, increased CVR, ROI, and increased revenues. Set pricing strategy/cash flow management
 - Results +75% increase conversion rate, increased efficiency in ROAS
- Delivered marketplace strategy, international strategy into 5 new markets, set up marketing partnerships and integrations, advised MD on a digital roadmap, ERP selection, GDPR, PCI, and business processes.

● Global eCommerce & Marketing Director

Strax Ab | May 2017 - Sep 2017

Mobile Phone Accessories & Audio Products (Listed Strax AB)

- Active contributor in management meetings for €100m global organisation advising on direct to consumer strategies
- Responsible for all B2C digital marketing and digital teams for urbanista.com, gear4.com, shopflavr.com, xqisit.com in global regions/currencies
- Scoped and Project managed multi-site/multi-store website roll out on Magento 2.1/integration to Microsoft Nav ERP + Klarna Checkout
- Scoped and Launched into Japan via Amazon marketplace and eCommerce + Major European markets and the US year one £1 m revenues
- Researched, selected and on-board all technology stack to drive customer acquisition, CRM and personalisation

● Global eCommerce Director

Strax Ab | Jan 2016 - Jan 2017

Global mobile phone and audio accessories, EUR100m Global eCommerce Director

Active contributor in management meetings for EUR100m global organisation.

Responsible for all B2C digital marketing, agencies, and digital teams for www.urbanista.com www.gear4.com <https://www.xqisit.com/eu/> in global regions/currencies.

Scoped and Project-managed multi-site/multi-store website rollout on Magento 2.1/integration to Microsoft Nav ERP and Klarna Checkout. EARLIER MANAGEMENT CAREER

● eCommerce Director

Strax Ab | Apr 2016 - Apr 2017



● eCommerce Marketing Director & Co Founder

POPPY & ZACH | Jul 2013 - Feb 2017

Start-up Children's Luxury Fashion Multi-Channel

- Board member and P & L accountability
- Start-up – Business plan, go to market strategy, finance, systems, retail store opening, buying, merchandising. Launched start-up Marketing campaigns with social, search, affiliates, SEO, PLA, and CRM. Launched

on 5 European countries via Amazon Marketplace, website orders from 15 countries

● **Managing Director**

Ennovators.Com | Jan 2013 - Jun 2013

Promoted to Managing Director

● **eCommerce & Marketing Director**

Ennovators.Com | Jan 2012 - Jan 2013

Pureplay Luxury Furniture

- Board member and P & L accountability
- Set the digital marketing strategy for the business. Recruited & Managed European marketing teams on SEO, PPC, Social and Affiliates
- Launched business in 5 new European markets Q4 2012 and rolled out marketing campaigns. Scoped and delivered Magento website and ERP solution to increase operational activity online UX
- Achieved +35% year on year growth.

● **Interim eCommerce & Digital Consultant**

Various Sme'S & Start-Ups | Oct 2009 - Dec 2012

Assisted the launch and GTM strategy for theappstudio.com, an innovative start-up that provided app creation on the fly Commercial Director Strangewood Group; Multi-Channel retailer electronics and white goods - hispek Interim COO Agua Media; Assisted Chairman and CEO on start-up aiguamedia Interim MD Value Comparison Ltd; laptopshop mobilesshop.com



● **Managing Director & Founder**

electricshop.com | Jan 1999 - Oct 2009

Multi-Channel Electricals and Appliance Business

- P & L accountability
- Dotcom appliance and electricals business pure play - 43 staff and T/O of £15m
- Led online business to £15m revenues Managed costs, sales and marketing. Developed the online marketing strategy managing £1m budget and team of 43, run a £1m per annum affiliate program
- Started as retail venture in 1988
- Responsible for all buying

● **Retail Owner**

the Electric Shop | Jan 1988 - Jan 1999

Managed all marketing activity, buying, recruitment and sales team for a retail proposition, grew the business to £3m.