



# Stuart Brown

Merchandise Manager

📍 St Albans, UK

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## Links

[LinkedIn](#)

## Languages

English (Native)

## About

I am a commercial, dynamic and driven multi-channel Merchandise Manager with experience of working at both blue chip and start-up companies on a variety of product groups giving me an extensive wealth of experience and exposure in differing environments. I have bricks and mortar, international and online experience across numerous companies and regions. I have a track record of delivering results by developing high performing teams, delivering exceptional balanced ranges with excellent availability that grow both the sales and profit lines for the organisations I work within. I work well under pressure and have an infectious positive can do attitude to finding solutions. I am an effective communicator at all levels who thrives working under pressure to tight deadlines. As a team leader I develop my teams to be passionate, commercial and focussed on delivering both on their own career and the areas they manage to their full potential. To further my ecomm knowledge I have set up my own company and website, [www.standaccused.co.uk](http://www.standaccused.co.uk), a gifting website. Through this I am learning further about website building, SEO, driving traffic and delivering impactful social media and ranges. This is run in my own time to widen my own knowledge. I am looking for a new role due to my last company going into administration and am keen to get back into a core merch role where I have excellent experience and ability.

### BRANDS WORKED WITH

Arcadia BHS Menswear

Arcadia Group – Burton/BHS

KIDL Y ([www.kidly.co.uk](http://www.kidly.co.uk))

Mackays – Menswear, Newborn and Toddler Departments

M&Co ([www.mandco.com](http://www.mandco.com))

SELECT

Signet - Ernest Jones

Tesco F&F

## Experience

### ● Senior Trading Manager Marketplaces

M&Co ([www.mandco.com](http://www.mandco.com)) | Sep 2022 - Now

- Running Marketplace channels, strategy, range building and trading all markets to growth
- Current sales budget of £14m per FY with plan to grow to £50m in 2 years.
- Traded dept from +10% on the year to +70% by focusing on availability and range selection
- Working with Next, Zalando, Amazon, Ebay, Debenhams, Freemans, Fruugo and Secret Sales
- Planned roll out of 16 new marketplaces worldwide over the next financial year
- Key contact for internal teams and external integrators and market places.
- Working with Channel Advisor and Kornit X to link with marketplaces.
- Handling 2400 options per season across Womens / Mens / Kids / Home & 5 own buy brands
- Team of 5 direct reports with a wider team of 10.

### ● Merchandise Manager

KIDL Y ([www.kidly.co.uk](http://www.kidly.co.uk)) | May 2016 - Aug 2022

- Building an e-commerce start-up company from launch – planning / building infrastructure / formulating B&M strategy / trading from startup to £22m business in 6 years with intake margin growing from 39% to 50% (by targeting range build and own buy expansion. Markdown to sales at 12% achieved by tight stock control on seasonal product. Ran to average cover 8 weeks.
- Growing the range to a current of 3300 options across 250 brands including an own brand offer of 250 options per season.
- Setting up and building a trade calendar and financial plans
- Ensuring stock package structure is balanced and is always available within set KPI's (Sales / ASP / Margin / Stock Cover / MD / Options)
- Manage 3PL warehouse operation (with Clipper Logistics) in terms of forecasting flow in and out / space management / consumables sourc-

ing

- Managing inbound supply chain worldwide for brands and for Kidly Own Label - working with logistics partners (Flexport) to achieve on cost and on time delivery of goods.
- Working closely with Finance (sales / stock / margin / payments & cash flow / future plans)
- Setting up and building internal systems and processes to support ordering, invoicing, stock control and reporting (Wssi / KPI Docs / Planning / Delivery Schedule / Line details)
- Building and managing the Merchandise team to a team of 5.
- Daily contact with all parts of the business to update on current trade and influence decisions, owner of the weekly Monday trade update (using internal reporting and Google Analytics)
- Representing B&M in a weekly Exec Trading group meeting as a senior leader with input into board / investors
- Lead in driving and delivering the eco strategy through considered eco first packaging

## ● **Web Trading Manager**

Signet - Ernest Jones | Jan 2016 - May 2016

- Responsible for the running, planning and trading of the Ernest Jones website. Including planning and achieving key KPI's (sales/traffic/conversion). Daily and weekly site change outs in line with brand guidelines. Planning and delivery of email and social. Understating and refining of customer funnel.
- Ran A/B and MVT tests and use google analytics to understand consumer behaviour.
- Ensuring content contained relevant SEO to maximise organic search results
- Direct management of a team of 5 and daily interaction with B&M teams, marketing, finance and supply chain functions

## ● **Senior Merchandiser**

Arcadia BHS Menswear | Aug 2013 - Jan 2016

- Running a three area dept all on differing lead times and supply base while also supporting the division by overseeing Internet and International performance.
- Traded department +18% of the year vs a dept base of +5% - focus on key line buy availability
- Manage a team of 4 while working closely with Buying and Design teams
- Presenting departmental strategy and ranges to board level and international board for sign off
- Support menswear division through implementing new initiatives, Christmas gifting shop, branded proposition and other high profile events such as the World Cup
- Responsible for running of divisional internet and international functions within menswear ensuring they hit all KPI's and a robust strategy is set in place (£4m plan +35% on LY, 9% mix)

## ● **Senior Merchandiser**

| Jan 2011 - Dec 2012

## ● **Branded Senior Merchandiser**

Tesco F&F | Jun 2010 - Aug 2013

Role: Direct (F&F.com) Branded Senior Merchandiser December 2012 – August 2013

## ● **Senior Merchandiser**

| Jun 2010 - Apr 2012

## ● **Merchandiser**

SELECT | Mar 2009 - Jun 2010

## ● **Arcadia Group – Burton/BHS | Sep 2005 - Mar 2009**

Role: Junior Merchandiser Boyswear, Mens Shirts (Snr AM), Newborn (JM) and Kids Essentials (JM)

- **Assistant Merchandiser (Merchandise Admin)**

Mackays – Menswear, Newborn and Toddler Departments | Apr 2002 - Sep 2005

## **Education & Training**

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1998 - 2001

- **University of Hertfordshire**

BSc(hons) Business and Manufacturing Systems,