



# Alina Repieva

Head of Fashion

📍 London, UK

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## Links

 [LinkedIn](#)

## Languages

English (Fluent)

French (Basic)

Russian (Native)

## About

More than 7 years in FashionTech Leadership Roles. Primary focus on Digital Transformation, Platform Business Model Development, New Digital Business launch, Digital Marketing Strategy, Data and Product management

### BRANDS WORKED WITH

Gloria Jeans

JPMorgan Chase & Co.

Lamoda Group

Roland Berger Strategy Consultants

Yandex.Market

## Experience

### ● Head of Fashion

Yandex.Market | Nov 2021 - Apr 2023

- Built from scratch and drove the Fashion digital business with the cross functional team including devoted Product Management, Marketing and Commercial team / achieved 5 times growth of total sales in a year (increased conversion rate x2,5, number of orders x3,5)
- As a Product Manager directed the team of data scientists to complete companywide personalisation project resulted in a significant GMV growth
- Increased the awareness and changed the perception of the platform through the set of digital marketing activities resulted in x3 times growth of the portfolio of brands and partners

### ● Vice President of Strategy and Digital

Gloria Jeans | Apr 2019 - Nov 2021

- Developed and led the implementation of Digital Transformation Strategy for the Company resulted in the transformation to product led organisation with P&L responsibility for every Product Manager
- Oversaw the Digital Business and achieved 5 times growth of total digital sales through implementation of new marketplace strategy and launch of new digital products such as app and omnichannel initiatives (Click & Collect, Click & Reserved, Ship from Store)

### ● Head of Marketplace and Commercial Business Development

Lamoda Group | May 2018 - Apr 2019

- Managed the Marketplace unit in Russia and CIS countries and achieved sales growth through handling the launch of Key Partners and optimising the "Time to go Live" process
- Led the B2B product team and defined the strategy for the product development of Partners Platform (Seller Center) to support all Commercial Business Units (B2B, Marketplace and Wholesale)

### ● Head of Process Improvement Department (Internal Consulting)

Lamoda Group | Aug 2016 - May 2018

- Supervised the team of project managers to support the implementation of companywide projects such as:
- CX Transformation with the focus on Quality Improvement (economic effect of \$ 9 mln of revenue per year)
  - Set up Loss Management System (with potential savings per year on physical and tax losses around \$ 1 mln)
  - Launch of the new Commercial Function merging Marketplace, Wholesale and Onsite and aligning KPIs

### ● Consultant/Business Analyst, Asset Management Oversight and Control

JPMorgan Chase & Co. | Aug 2014 - Aug 2015



Acted as a Project Manager for the following projects:

- Weekly Reports Automation Project for 13 companywide programs for Executive Team (through OPTiC Reporting Tool)
- Alignment of the Processes across Asset Management with Regulatory Requirements and identification of Risks, Gaps and Mitigation Plan
- Exam Management Program Sharepoint Site Creation

Participated in the Fiduciary and Conflict of Interest Firmwide Program

- Performed data analysis to incorporate into deliverables presented to Global Head of Asset Management Oversight and Control

### ● Junior Consultant

Roland Berger Strategy Consultants | Apr 2013 - Jul 2014

Worked on 4 strategy development projects for the clients from the following industries

- Strategy for TOP 20 Bank in Russia
- Internationalization Strategy for Oil & Gas Company
- Strategy for Top 5 Infrastructure Construction Company in Russia
- Metal Plant Restructuring Project

## Education & Training

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2023

### ● Institut Français de la Mode

Advanced Management Program (AMP) in Fashion and Luxury,

2020 - 2021

### ● Moscow School of Management SKOLKOVO

Chief Digital Transformation Officer Program,

2018 - 2018

### ● Harvard Law School

Executive Education,

2014 - 2015

### ● St Mary's University, Twickenham

Postgraduate Certificate in Business Administration,

2011 - 2013

### ● State University — Higher School of Economics

Master's degree,

2010 - 2010

### ● The London School of Economics and Political Science (LSE)

Summer School,

2007 - 2011

### ● State University — Higher School of Economics

Bachelor of Applied Mathematics and Information Science,