



# Anupam Mishra

Global Alliances | European Business Development | Brand Partnerships | International Customer Relationships

📍 Northwood, UK

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## Links

 [LinkedIn](#)

## Languages

English (Native)

French (Native)

Dutch (Fluent)

German (Work Proficiency)

## About

Conducive, empowering and expressive, ignites brand engagement and sets high innovative standards for revenue growth, methodically working through challenges with data analytics to swiftly resolve critical hindrances to advance the business and strategize international expansions. Emotionally intelligent leader and coach, rallies the team to perform and be accountable, encourages skills development. Thrives in a fast-paced environment, designing simple solutions to complex issues. Avid listener, confident entrepreneur and clear communicator, plans and takes a tough stance in high level negotiations. Management expert in combining strategy, technology, creative design with deep industry expertise and insights to develop business models of the future.

I earned a Global Executive MBA focused on international business management, disruptive business models, innovation, and entrepreneurial finance, and was runner-up in the HULT Business-school business challenge.

### EXAMPLES OF BRANDS MANAGED

Antwerp Diamonds, Hermès, Montblanc, Gucci, Rolex, Breitling, etc  
Luxottica Eyewear ( Prada, Giorgio-Armani, Versace, Bulgari, Burberry, Dolce-Gabbana, Rayban, etc )  
Safilo Eyewear ( Christian-Dior, Jimmy Choo, Fendi, Givenchy, Marc Jacobs, Max-Mara, etc )  
Bally, Church's, Fratelli-Rossetti, Moreschi, Geox, Clarks, Loake, Timberland, etc  
Fauchon, Maxim's de Paris, Hediard, Corne 1932, Leonidas, Aksum Coffee House, etc

### SUMMARY OF RETAIL MANDATES

Commercial Director, Head of Commercial, Head of Commercial Development  
Business Development Manager, Head of Business Development  
Head of Project Development, Head of Sales  
Chief of Customer Care

### COUNTRIES & SECTORS

Austria, Belgium, Germany, India, UK, US  
Diamonds & Jewellery, Premium-Branded shoes, Fashion & Accessories,  
Fine-food, chocolates, wines

### RETAIL & BUSINESS EXPERTISE

Strategic Planning, Business Modeling, Business Management  
Brand Management, Luxury Brand Marketing, Duty Free Retail  
Commercialization, Commercial Management, New Store Development  
Customer Engagement, Sales, Revenue Streams  
Innovation Management, Change Management, Store Design

### BRANDS WORKED WITH

Gautam Group Full-Time

## Experience

- **Freelance Consultant**    **SME's - Retail, Franchising, Supply-chain optimisation**  
| Feb 2020 - Now  
Business Transformation Strategies  
Innovative Business Models for SME's  
Franchising and Partnerships Expertise  
Luxury and Duty-Free / Travel-value
- **Managing Director**    **SME's - Retail Business Development Strategy & Commercial Management**  
| Dec 2018 - Now

Selflessness is the key to share and give others our best. For that reason, I opened a management consulting firm to share my lessons learned in business development and retail operations where complex problems are daily occurrences and business growth is built on best-in-class customer service.

#### COLLABORATIVE CONSULTING SERVICES

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- Brainstorm innovative solutions to volatile and ambiguous scenarios.
- Offer thought leadership in disruptive and innovative strategies.

- Identify and build new revenue growth engines for business continuity.

- Match customer service strategy to sales channel & customer demographic.

- Collaborate on due diligence and RFP's for new commercial contract agreements.

- Explore and secure brand partnerships to complement and expand existing portfolio.

- Scrutinize retail flow and carve optimal strategy to boost revenue and brand image.

#### MAJOR MILESTONES

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- Landed new commercial contracts including unit in A+++ retail zone at Brussels airport, Belgium

- Signed exclusive country-based distribution agreement with a global brand- FOREVERMARK ( a subsidiary of De Beers Group)

- Negotiated new airport retail contracts for client in duty-free luxury jewellery.

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### ● Global Sales Director

| Feb 2021 - Jul 2021

- Danish Innovator providing Automated Fever Screening Solutions since 2020

- Offering Pandemic Protection for Global Industries

- Virahawk -Sophisticated AI enabled device -Delivering 360° Infection Protection

- Mask & Social Distancing Detection, Facilities & Security Systems Integration

- Gate & Door Control by Facial Recognition & Symptoms Check ( GDPR Compliant )

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### ● Head of Global Retail & Business Development      Brand Awareness, Sales Strategy, Change Management

Gautam Group Full-Time | Feb 1999 - Dec 2018

Pushed business diversification into new retail industries, grew brand footprint internationally, planned for revenue growth, adapted business models to retail channel and location. Known as a tough negotiator procuring distribution and commercial lease agreements in key markets to propel profit.

#### SYNOPSIS OF IMPACT TO RETAIL OPERATIONS

- Delivered sustainable revenue model for “Antwerp Diamonds” brand in Belgium.

- Played dominant role in competitive bid and acquisition of Bally franchise.

- Expanded product categories to boost consumer engagement, sales, and market share.

- Matched sales strategy and product selection to client demographic in high traffic locations.

- Secured partnership agreement with Leonidas chocolates and opened 3 retail boutiques.

- Built franchise model for Aksum Coffee House - #1 in Belgium by Trip Advisor.

- Acquired IP rights to expand coffee franchise into Europe, Asia, and US.

- Bargained long-term leases (up to 36-year term) with rent scaled to operating income.

- Established jewellery factory in India to support sales in Europe and US.

#### EXAMPLES OF BRANDS MANAGED

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Dolce-Gabbana, Rayban  
Safilo Eyewear-Christian-Dior, Jimmy Choo, Fendi, Givenchy, Marc Ja-  
cobs, MaxMara  
Bally, Church's, Fratelli-Rossetti, Moreschi, Geox, Clarks, Loake, Tim-  
berland  
Fauchon, Maxim's de Paris, Hediard, Corne 1932, Leonidas, Aksum  
Coffee House

#### VARIED BUSINESSES & LOCATIONS

Gautam Diamonds (Brussels, Vienna, and Munich International Air-  
ports)  
Gautam Fashion (Brussels Airport and Brussels City Centre stores)  
Chocobru sprl (Brussels)  
Gautam Fashion (Brussels Airport)  
Gautam Group (Munich International Airport)  
Gautam Jewels Pvt Ltd. (Mumbai International Airport)  
Gautam Gems Smuckhandels (Vienna International Airport)  
Gautam Diamonds & Jewels (Munich International Airport)  
Bally Shoes (Brussels Airport)

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## Education & Training

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2017 - 2019 ● **Hult International Business School-London**

Global Executive MBA, Business Management & Entrepreneurship