

GILES GREENWOOD

A strategic visionary Commercial Director with a track record of success for brand and commercial management in the consumer goods sector. I have a strong track record of delivering sustainable and rapid business growth. This comes from a passion for excellence and detail, combined with UK, and European (and other key Global markets) senior management experience that is delivered with entrepreneurial flair.

KEY SKILLS

- Inspirational in style conveying passion for work and motivating others to perform to potential.
- The ability when given an opportunity and to carve a strategic and creative approach to developing business growth and setting a clear creative vision to achieve sustainable business objectives.
 - Significant problem solving abilities to provide effective solutions to drive business growth.
- Able to build effective PR and media relationships and a highly effective company spokes-person.
 - Effective and highly motivational communicator both internally and externally
 - The ability to build a strong and highly motivated team from scratch.



2009-2012

M.D. OF CANTERBURY (EUROPEAN FASHIONWEAR LTD.)

RESPONSIBILITIES

Managing Director (joint) of the Global Lifestyle collection. I was specialising in overseeing all aspects of creative, marketing and Global sales for Canterbury Lifestyle, and reporting into Peter Cowgill JD Plc Exec. Chairman (CEF Ltd was a subsidiary business of JD Sports & Fashion Group PLC).

KEY ACHIEVEMENTS

- Creating a whole new Global Lifestyle collection for Canterbury of New Zealand from scratch following Canterbury being purchased by JD Sports & Fashion Group Plc.
- Setting up a Global distribution sales structure starting initially across Europe working with National distributors, and then started working with markets in India, South America, South Africa, and Australasia. The sales structure and distributor mix was key as Sports, Lifestyle and Rugby translate into something different in each country.
- Recruiting a young and highly motivated team to lead the Sales, Creative, Production, and Marketing, and create a new direction for the brand with over a 100 years of heritage.
 - We have taken annual Lifestyle sales from £0-£2+ million in 18 months, in very challenging market conditions
 - Put brand into all John Lewis stores and in ASOS, and achieved 73% sell throughs.
- Developed and design a whole new Retail concept and open two Canterbury Lifestyle standalone stores in Oxford and Bath.
- Along with this we have placed the product on famous UK Stars, such as One Direction, Labrinth, Ed Sheeran, Cher Lloyd, Mikill Paine, Jessie J (Band), Solomon Kalou (Chelsea Footballer), Fazer NDubz, and The Rizzle Kicks etc.

1996-PRESENT

HUNT'S OF LONDON LTD.

In 1996 I founded Hunt's of London to develop as a business with Clem Loughnane (who then went onto to run the business, with myself staying on as an advisor and Non Exec director).

Hunt's grew into a business that supplies tailoring to many high profile global brands such as Aquascutum, Hackett, Ozwald Boateng, Margeret Howell, Harrods, Purdey etc. during this period we repositioned the company's focus on how to do develop new business in it's market and has now generated over £60 million of turnover.

1988-2010

G-WOOD GROUP LTD.

RESPONSIBILITIES

20 years ago I founded a Distribution Agency business based in London, building and running a collection of brands in the UK and overseeing every aspect of this diverse business.

KEY ACHIEVEMENTS

Over 18 years I took Paul & Shark from being a dated men's brand selling into only 11 stores in the UK and Ireland, into selling the brand into some of the UK's top premium/fashion retailers and taking on a design function in terms of working with Paul & Shark to bring the collection up to date.

It is now selling into 110 from Harrods, House of Fraser, John Lewis, Harvey Nichols through to Flannels Stores with £14 million turnover (retail).

1986-1988

TALBOT & GREENWOOD BATH (RETAIL SHIRT BRAND)

RESPONSIBILITIES

Business partner designer and founder of a mono brand shirt retailer based in Bath and also taking a mobile unit to all the major Horse & Country events around the UK most weekends. My business partner and I, threw ourselves into all aspects of this young business from design through to sourcing and the challenges that that involved.

KEY ACHIEVEMENTS

Launched Talbot & Greenwood, (which went on to become T&G clothing), and sold the business to my business partner William Talbot, and used the money to set up my Agency distribution business based in London.



1981-1984

THE LEYS SCHOOL, CAMBRIDGE

1975-1980

ST FAITHS, CAMBRIDGE

LANGUAGES

Speak good conversational Italian, and a good understanding of French

PERSONAL INFORMATION

INTERESTS

Travelling, Rugby, Vintage Cars/Motorbikes and Photography

SPORTS

Polo/Riding, Tennis, Skiing/Snow Boarding, and General Fitness

FAMILY

Married with 3 children

HOME

Nr. Cambridge

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