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**Emerging leader in the future of retail tech, powering growth through utilising up-and-coming technologies such as AI, headless commerce as well as trends such as social commerce. Experience in helping boards navigate through changing business landscapes and consumer demands to solve even the most ambiguous challenges. Supporting organisations that want to build and implement sustainable business models, products and P&Ls and align these with the interests of consumers, investors and employees. Persistent and valued leader with excellent people management skills that were tried and tested during challenging times such as a global pandemic and numerous company restructures. Well-prepared to leverage experience and network to grow brands and create sustainable strategies.**

Core competencies & accomplishments

* Steadfast and confident leader who builds confident teams and individuals.
* Able to have tough conversations with all stakeholders and deliver proactive responses.
* Relentless – pitched an idea for two years and created a digital product that group CEO coined ‘The best innovation in our company’s history’.
* Change Management & Digitalisation, looking at new strategies and delivering on tactics to improve results. Getting business into a better position to meet the demands of Gen Z and future generations.
* Vast experience in Brand reputation and risk mitigation and management
* Using Data to drive innovation, reduce churn rate, improve margins and ultimately deliver better and more profitable products and campaigns.
* Attending Circular Economy & Sustainable strategies at Judges Business School.
* Fluent in English and Swedish, good understanding of German, Norwegian and Danish.
* Shortlisted for Women in Incentives at the Incentives Awards 2021.

Career Experience

myWorld July 2011 – Present

*myWorld.com is a global benefits and rewards platform acting in over 50 countries worldwide. By adding a layer of community to LoyaltyTech, myWorld offers SMBs ‘Loyalty as a Service’ and helps retailers and eCommerce businesses to leverage data to grow their brand and reach.*

**Country Manager /Managing Director – UK & Ireland December 2019 – Present**

Responsible for launching, developing and managing products and services in the UK & ROI market. Managing seven direct reports in sales, marketing, customer success & accounting sitting in London and Dublin. Initiating sales meetings and negotiation efforts with independent and household brands.

**Key Accomplishments:**

* Developed a new product for the entire group by working extensively over 6 months together with suppliers, developers, project managers and end clients to build a commercially viable and scalable product. Adding 150 new acceptance points within 30 days of go-live.
* Led digital transformation within my own entities and the wider group by enabling the group to access and interpret data better.
* Increased productivity and knowledge by building confident team, retaining, and retraining where possible and hiring and mentoring new talent.
* Responsible for budgeting and cashflow forecasts working together with internal accountant and group controlling.
* Full P&L responsibility for 2 entities over 2 territories, managing through changes with Brexit and the pandemic.
* Maintained excellent working relationships with the board and senior management by managing up and aligning goals and expectations.
* Built high performing teams that were able to adapt to organisational transformation and world events.
* Worked with retailers such as M&S, Tesco, Morrisons and global suppliers like AWIN, Fidel, WeGift, Merit.

Head of Operations - London December 2018 – November 2019

Tasked with making the organization run at maximum efficiency and productivity. Retained to maintain corporate stability and to deliver interim cover prior to appointment of Managing Director and Financial Controller. Strong in Operational strategies, working closely with senior management to meet company objectives.

**Key Accomplishments:**

* Augmented eVoucher sales by 100% in six-months through understanding which brands and denominations would lead to sustainable growth.
* Inherited demotivated and underperforming customer service team; applied excellent leadership skills and cultivated a first-class team which resulted in team advancing from a C to A+ score within six-months. In 2022 my countries are still amongst the top performers.
* Accelerated business growth and profitability by identifying and capitalising on opportunities within areas the group traditionally didn’t engage with.
* Reviewed and improved B2B onboarding by removing friction and improving communication.

Office & Operations Manager - Stockholm July 2011 – August 2017

Assumed a key role as part of the senior management team and deputy to the managing director. Directed daily and commercial operations. Served as liaison between HQ and local offices. Drove project management and business development activities to ensure the achievement of all objectives. Conducted employee evaluations and coordinated a wide range of tasks varying from events management to PR and social media marketing.

**Key Accomplishments:**

* Established onboarding process of 1000+ new B2B customers.
* Supported in opening the office and market and got a unique insight in go-to-market strategies
* Delivered engaging presentation at conferences with 300+ attendees, despite my fear of public speaking.
* Motivated staff members to deliver consistent high performance in all daily operations.
* Cultivated skill set and managerial experience by attending internal and external conferences and GM meetings.
* Delivered key marketing materials by selecting clients and testimonials, overseeing shoots, events and marketing campaigns.

Additional Experience

Assistant to Director, Fine and Country, Suffolk 2018-2019

Customer Advisor, Blue Link CZ, Swedish & English for Air France and Czech Airlines 2009 – 2010

Education

University of Cambridge Judge Business School, Circular Economy & Sustainability Strategies

Online, 2022

A2U, Neuro-linguistic Programming (NLP) Leadership and Training

Stockholm, 2016

Didaktus Schools, Natural Sciences and Medicine

Stockholm, 2005 – 2008

Subjects: Physics, Microbiology, Medicine, Mathematics, Ethics

Affiliations

Executive Board Director, The Swiss Chamber of Commerce in Sweden, 2017,

Mentor, West Silvertown Foundation, 2021,

Co-Founder – Kain! Food, Social Commerce App

Member, The Sporting Club

Member, Women in Incentives Network (WiiN)