

TOP 50

PEOPLE IN E-COMMERCE



2018

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internet RETAILING Australia
 Internet Retailing's Top 50 People in E-Commerce is published by Octomedia Pty Ltd

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EDITOR'S NOTE

Each year brings with it an opportunity to learn and improve. That is true for e-commerce businesses, as well as our *Top 50 People in E-Commerce* report. We made significant changes this year to the judging process and the publication format, with the aim of providing better content based on better information.

Most notably, we have moved away from listing the Top 50 alphabetically and instead, for the first time, have ranked people according to the cumulative score they received from the judges. In doing so, we hope to better reflect the individual contributions each person has made to their business and the industry as a whole.

So how did we arrive at this year's Top 50? We first invited the judges and *Internet Retailing* readers to nominate outstanding e-commerce professionals at an Australian e-commerce business or marketplace. Vendors and service providers were not eligible. After receiving more than 200 nominations, we then asked candidates to demonstrate excellence in six areas: best practice, knowledge sharing, influencer profile, innovation, leadership and broader impact. The judges awarded candidates a score in each area, and their total score determined their final ranking.

The Top 50 are a diverse bunch. Some people are at the outset of their careers and some are well-established; some started their own business and some work for large retail groups; some are digital marketing gurus and some are supply chain experts; they are in fashion, food, books, furniture, pets, wine, toys, homewares, beauty and many other categories.

But they also share some characteristics, as the judges' comments in the following pages show. They are driven to constantly improve their offering; they embrace new technology and trends; they are generous with their knowledge and time, speaking at events and mentoring colleagues; and they care deeply about their customers.

On behalf of all the judges, I take pleasure in congratulating this year's Top 50. I hope you enjoy getting to know them and their accomplishments as much as I did.



Heather

Heather McIlvaine
 EDITOR, INTERNET RETAILING

FOREWORD



Ben Franzi

**General Manager eCommerce and International
Australia Post**



We have just finished a bumper peak period. Australia Post processed more than 37 million parcels during Christmas. That's 16 per cent more total volume growth than the same time last year. And it couldn't have been achieved without a resilient local e-commerce market that offers Australian consumers a broad range of products at competitive prices.

We expect 2018 to be the biggest year yet for Australia's e-commerce industry. The local market is set to spend close to \$20 billion shopping online for physical goods and another \$5 billion on digital goods – think concert tickets, movies, insurance and music. Considering the size of our population, we're solid spenders in Australia.

Our preliminary numbers indicate the online shopping growth rate will be at least 19 per cent year-on-year. The strength and longevity of the industry is testament to the people who operate within it, and continue to maintain such significant results.

These people are the leaders in our industry – they are ambassadors, the digital elite, entrepreneurs, 'out-of-the-box' thinkers – who work tirelessly to bring world-class products and services to Australian consumers.

It is a privilege to present *Internet Retailing's Top 50 People in E-Commerce* in 2018. These individuals have been selected for their commitment, determination and perseverance, and have helped pave the way for online shopping in Australia.

This game is a marathon, not a sprint, and one that I'm really proud to be a part of.

Congratulations to the Top 50 People in E-Commerce, and all the best for a successful year of increased shopping carts.



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JUDGES' PROFILES



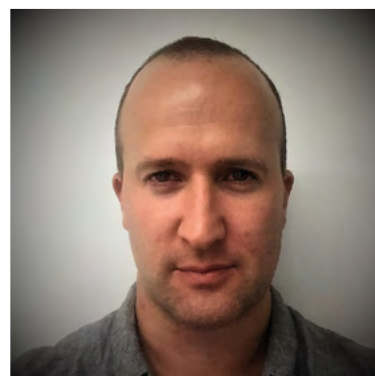
HEATHER MCILVAINE
Editor, Internet Retailing

Heather is the editor of *Internet Retailing* and a contributing journalist to *Inside Retail*. Before this, she was a freelance journalist covering such topics as business, technology, culture and politics for international publications.



MARK FREIDIN
Founder, Internet Retailing

Mark is a professional consultant in digital transformation, e-commerce, ERP and business systems integration. He has a background in retail and online strategy, financial and accounting, IT, and supply chain logistics. Before becoming a consultant, he was COO at Catch Group. He is also the founder of *Internet Retailing*.



DAN FERGUSON
CMO, Adore Beauty

Dan became CMO of Adore Beauty in January. Prior to this – and during the entire Top 50 judging process – he was CMO of buy-Myplace, where he managed the company’s expanding marketing strategy and its associated partner brands and acquisitions. Dan has more than 15 years’ experience leading online growth for numerous high-profile companies, including Vistaprint, Officeworks, GPG, Dell and DesignCrowd.



BEN FRANZI
GM, eCommerce and International Australia Post

Ben is an expert in the e-commerce market with a detailed understanding of global industry trends and growth areas. At Australia Post, he leads a team of e-commerce and international specialists to help businesses grow and compete online both domestically and internationally by tapping into digital marketplaces, building integrated platforms and using analytical insights to their advantage.


ALITA HARVEY-RODRIGUEZ

MD, Milk It Academy

Alita is one of Australia's leading digital marketing futurists and the brains behind Milk It Academy. A research-based training firm to help marketers become new school digital leaders and company innovators. For over a decade, Alita has worked with global brands including SAP, Experian, SEMRush, TS14+, Estee Lauder, Myer, Power Retail and Online Retailer.


MIKE LARCHER

Founder/CEO, acidgreen

Mike is founder and CEO of acidgreen, a multi-award winning digital commerce agency. Over 17 successful years, his teams have delivered solutions for some of the world's leading brands (D-Link, HP, Yamaha, Universal Music), universities (UTS, UNSW, USYD, QUT) and listed companies (KPMG, Rio Tinto, ANZ, QBE). Mike has a passion for life, success and endless improvement and his mission is to constantly deliver exceptional, world-class solutions.


JEREMY MELTZER

Founder, i=Change

Jeremy is founder of i=Change, a unique cause-marketing platform, which makes it simple for online retailers to give back and receive the marketing benefits of doing so. Now in partnership with global brands, i=Change has become a leader in the movement of 'business for purpose', appealing widely to millennial consumers and brands wanting to make 'giving back' a customer experience with every purchase.


DAVID WHITE

National leader, retail, Deloitte

David is a partner in Deloitte's Assurance & Advisory practice with over 19 years' experience. A retail specialist, he leads Deloitte's Retail, Wholesale & Distribution Group. David has developed a reputation for first-class client service, providing proactive and practical advice, and managing highly complex assignments for a range of clients.


LOUISA SIMPSON

E-commerce consultant

Louisa has worked with retail businesses for many years, leading e-commerce teams at Coles, Pacific Brands Underwear Group (Bonds, Berlei & Jockey), and MEC-CA Brands. As an e-commerce consultant, Louisa now helps small and large retailers grow their e-commerce and omnichannel businesses by providing strategic and operational support.




TOP

50

PEOPLE IN
E-COMMERCE

2018

01.



Jane Cay strives to create a positive work environment for the 140 employees of Birdsnest, in Cooma, New South Wales. Her efforts have been recognised by BRW, which named Birdsnest the fourth-best place to work in Australia last year. Jane was a founding board member of NORA and is currently a board member of Jobs for NSW.

JANE CAY

Founder/CEO, Birdsnest

THE TRUE BELIEVER

In the small town of Cooma in the Snowy Mountains of New South Wales is a thriving fashion business, Birdsnest, run by the remarkable Jane Cay.

Fourteen years ago, Jane left a corporate job in Sydney to join her farmer husband in the country. She bought a local retail business, turned it into a women's clothing store, started selling products online and the rest, as they say, is history.

Today, Birdsnest has tens of thousands of customers across Australia and employs more than 140 people in Cooma (population 6,742). The business regularly leapfrogs better-known and -funded rivals to raise the bar of online shopping in Australia.

For example, Birdsnest last year launched Changeroom, a service that lets customers order up to \$1,000 of merchandise, try everything on at home and pay only for what they keep.

People often marvel at Birdsnest's success as they don't expect such creativity, innovation and energy in a small town like Cooma. Jane knows this, and delights in proving them wrong.

"It's a little bit random that we're in regional New South Wales," she says. "People still walk into our store and say, 'This is so amazing.'"

While most of Birdsnest's sales are online, the store serves as a useful testing ground for new technology and experiences. Several years ago, for instance, Birdsnest adopted "endless aisle", which lets in-store shoppers browse the entire inventory via tablets

and laptops and choose any item to try on. Their order goes straight to the warehouse, where items are picked and then placed in a changeroom. A large "arrivals" board lets customers know when their order has "landed".

This service is largely possible because the Birdsnest warehouse is directly behind the store. Jane bought the building last year and plans to experiment with the store concept even further.

While she is tight-lipped about the details – construction will not begin until later this year – she says she hopes to create a retail experience unlike any other in Australia. The revamp will also involve a much-needed overhaul of the Birdsnest office.

"A huge part of why I bought the building and why I'm making this big investment is about creating a vibrant workplace," Jane says. "I'm really committed to this community."

Indeed, few things make her prouder than the career opportunities Birdsnest has provided in Cooma.

"Creating a purpose for people in a place where that's sometimes hard to find is really the joy of this business for me. I look around at this team and I can honestly say I love them," she says.

From someone else, this might smack of sentimentality, but Jane is one of the warmest, most authentic people you will ever meet. She is also self-deprecatingly funny, which endears her to employees and customers alike. It is not a stretch to say her values and personality shine

through every part of the business and are key factors in its success.

Consider her partnership with The Body Image Movement in 2016, which led Birdsnest to use more diverse models and phase out the use of Photoshop completely ... or her customer-first mentality, which inspired a 365-day return policy ... or her commitment to employee wellbeing, which resulted in a staff meditation room, healthy snacks and occasional massages in the office.

We could go on, but we would be here all day. ♦

JUDGE'S COMMENT

"Jane is a force to be reckoned with. Over the past ten years, she has built Birdsnest into a leading online destination for women's clothing, while delivering some of the best-rated customer service in the industry. With her tireless work ethic, endless creativity and commitment to making a positive impact on those around her, Jane has deservedly earned the respect and admiration of her peers."
- Heather McIlvaine

JOHN WINNING

CEO, Winning Group

THE TRAILBLAZER

John Winning hates hiking. He hates putting on the pack; he hates lacing up the boots. Give him a gruelling workout at the gym with an unforgiving trainer any day of the week – practically anything is preferable to a slow walk up a steep hill.

His animosity springs from his days at Scots College, when in Year 9 he lived in the bush for six months and went on a long hike every weekend. Familiarity, it turns out, really does breed contempt.

Then Charlie Teo came calling last year. The renowned neurosurgeon was fundraising for his Cure Brain Cancer Foundation and seeking 10 executives to each commit to raising \$100,000 and – oh yeah – climb Mount Kilimanjaro.

Perhaps no-one was as surprised as John when he signed up for the challenge on the spot. As he explains, “My grandmother died of brain cancer. Charlie Teo is an absolute hero in my eyes.”

But this is not a redemptive story of finding joy where least expected. “I was massively underprepared,” says John. “I had the flu and was so sick on the plane. And I became even more sick from the altitude. I did make it [to the top]...just.”

Still, it does show a certain willingness to jump into uncomfortable situations and figure things out along the way, a trait John has displayed from the time he started Appliances Online to his

past nine years as CEO of the Winning Group.

“My life has been on-the-job learning absolutely. I’m not one to think that planning, studying and sitting in the classroom can teach you as much about retail and logistics as learning on the job,” he says.

His informal education began in 2005, when he saw an opportunity to start selling appliances online. While growing up he had worked for Winning Appliances, his family’s bricks-and-mortar business, both in store and behind the scenes. But he knew little about e-commerce.

“I didn’t even have an email address when I started Appliances Online. I wasn’t that computer savvy, but I went to conferences, asked questions, read blogs, became friends with people in the industry and begged them for knowledge,” he says.

He hired some friends and set up strong systems and processes, and the business grew rapidly. Within a few years, Appliances Online was around the same size as Winning Appliances, and in 2009 John became CEO of the Winning Group.

It was not something he had been aiming for, but he approached the task with his usual sense of pragmatism. “It was like every other change I’ve had in my career. I was just thrown into

the deep end. I had no idea what I was doing. I treaded water until I figured out the job,” he says.

Today, the Winning Group – comprising Winning Appliances, Appliances Online, Home Clearance and Winning Services – is often cited as an example of retail done right, especially when it comes to the sale of bulky items online.

Like many of the best in the industry, John believes success comes down to listening to the customer and putting their experience above everything else.

“The thing I’m most proud of is that we’ve been able to scale significantly, and our NPS score keeps going up. We haven’t lost what makes us great. The bigger we get, the better we get.” ♦

JUDGE’S COMMENT

“Appliances Online continues to deliver an incredible online shopping experience in one of the most difficult categories: bulky goods. This can be attributed in part to John’s drive to excel, a determination that has seen him embrace out-of-the-box ideas to great success.”
- Ben Franzi

John Winning founded Appliances Online in 2005 with a laptop, rented truck and a 1300 number diverted to a mobile phone. Today, the online business employs more than 250 people, and John is CEO of Winning Group, an Australian retail group comprising four separate business entities, including Appliances Online and traditional bricks-and-mortar retailer Winning Appliances.



02.

03.



Kate Morris started Adore Beauty in 2001 when she was 21 years old. The site offers the largest range of cosmetic products of any retailer in Australia, and has an annual turnover of more than \$30 million. Kate is passionate about gender equality, and has launched a scholarship for young women studying STEM.

KATE MORRIS

Founder/CEO, Adore Beauty

THE ACTIVIST

If you have ever met Kate Morris, you know there are two things she is passionate about: make-up and women's rights.

Never one to quietly seethe when faced with inequality, Kate has been known to email event coordinators asking incredulously – she really wants to know – what was going through their head when they approved that all-male speaking panel?

So you can imagine her sense of vindication when the past 12 months turned out to be a year of reckoning with sexism the world over. From the Women's March to the #MeToo movement, women have been speaking out about everything from sexual consent to gender bias in the workplace, and people are listening.

"What we are seeing right now is genuine momentum, and things are actually starting to shift a little bit," Kate says, pointing to the fact that Online Retailer has committed to gender parity on its speaking panels this year.

"People like me have been jumping up and down and making enough noise that organisations can no longer afford to not do something about it. In the end, the people in power have to make public commitments. That's when change starts happening."

As founder and CEO of Adore Beauty, Kate has long offered her team flexible work hours, which experts believe is crucial to keep women in the

workforce after they have children. She also supports women progressing into leadership roles in the business.

In July, Kate created a scholarship to encourage young women to pursue careers in science, technology, engineering and mathematics, including \$2,000 for tuition fees and a month-long paid internship at Adore Beauty. And this is just the beginning.

"If anything, I feel even more strongly about it than I did this time last year because things are starting to happen," she says.

The same could be said about her company. After buying back a 25 per cent stake in the business from Woolworths in February last year, Kate has been laying the groundwork for further growth. She relaunched Adore Beauty's online community forum and revamped its delivery offering last year, and appointed a chief marketing officer in January.

"I feel like we're just starting to hit our stride. Based on our ability to retain customers so far, I think people like what we do. It now becomes how to get that message out to every Australian woman," she says.

Kate has been broadening her own horizons too, through EY's Winning Women program for female entrepreneurs, which has involved meeting and learning from other female business leaders in the APAC region.

"When one of your key responsibilities

is strategy, getting out of the business and looking at what's out there, going into other industries and bringing back what you find is important," she says.

She is currently exploring how businesses in different sectors have adopted new technology, particularly artificial intelligence and augmented reality. Even if the specific application is not relevant to Adore Beauty, it may still spark an idea. This is crucial to staying ahead of the curve, Kate says.

"It's not good enough to just do what your customers expect. You have to take a step beyond that. It's what you should be aiming for all the time. Unfortunately there are too few retailers doing that." ♦

JUDGE'S COMMENT

"I am constantly impressed by Kate's entrepreneurial nature and openness to sharing her experiences with the wider retail community. She continues to contribute through entrepreneurship, mentorship and leadership programs, while growing Adore Beauty and experimenting with innovations such as artificial intelligence."

- Louisa Simpson

JULIE MATHERS

Founder/CEO, Flora & Fauna

THE RISK-TAKER

Do you love what you do for a living? Do you love it as much as Julie Mathers loves her job? Probably not. It is hard to imagine anyone deriving as much joy as Julie gains from selling vegan, ethical and eco-friendly products online at Flora & Fauna. That's a good thing as she hardly ever takes a day off.

"I literally work seven days a week. That's the nature of the beast when you're an entrepreneur, particularly when you're in your growth phase," she says. "Theoretically, I'd love to find some work-life balance, but actually I don't mind because I get such a thrill from it."

Julie started Flora & Fauna in 2014 with two goals in mind: to be the best retailer possible from a customer perspective, and the most responsible retailer possible from an environmental perspective. In less than four years, she is well on her way to accomplishing both.

Simple things like including a handwritten note in every order have helped Flora & Fauna build a loyal following, and Julie is constantly adding products and categories – most recently fashion – to keep up with customer demand.

"We don't even bother with numbers from last year – they're totally irrelevant to where we are now," she says.

At the same time, Julie has made environmental sustainability a core part of her business. Every product on the website is

fully recyclable, thanks to a partnership with TerraCycle. Orders are sent in cardboard boxes, and customers can opt for "minimal" packaging at checkout to reduce their waste even further.

Flora & Fauna became a certified B Corp in November, joining just 2,200 businesses internationally that meet the required standards of social and environmental performance, accountability and transparency.

It is confirmation that when it comes to retail, Julie knows what she is doing. The UK native spent 16 years as a management consultant for major retailers, including John Lewis, and after moving to Australia in 2009 worked at Coles, APG and Masters Home Improvement, where she led the chain's multi-channel business until it closed in 2016.

In her own words, she has seen retail done "really well" and "really badly", more often as a result of red tape rather than lack of knowledge. This, coupled with the realisation that she did not want to look back with regret, drove Julie to start her own e-commerce business.

"Running Flora & Fauna is the hardest job I've ever had, because there's no-one backing me up. I have to back myself wholeheartedly. I can bounce ideas off people, but it's down to me. That's what I love about it," she says.

The energy Julie gives off when talking

about her customers and her business is infectious, even through the phone. It is easy to understand why people keep returning to Flora & Fauna.

Julie says she inherited her attitude from her father, who also runs his own business, as did her grandfather.

"My dad absolutely loves what he does and never wants to stop working. That's been a value to me throughout my life... just enjoy what you do because you're going to be doing it for a very long time." ♦

JUDGE'S COMMENT

"Some of the most well-known brands in Australia have yet to work out what comes naturally to Julie: supporting and promoting a responsible shopping experience. Julie has not only given back to her team and the retail community, she is also leading Flora & Fauna into major growth, which is a reflection of her community-minded leadership."

- Alita Harvey-Rodriguez

Julie Mathers started Flora & Fauna in 2014, with the aim of becoming the best and most responsible retailer possible. Flora & Fauna offers vegan and eco-friendly cosmetics, apparel and other products. Previously, Julie spent 16 years in management consulting for retail before becoming head of e-commerce at Masters Home Improvement in Australia.



04.

05.



Michael Gillespie is responsible for managing Domino's Pizza Enterprises' online growth in Australia, New Zealand, France, Belgium, The Netherlands, Japan and Germany. He has helped Domino's achieve several Australian and world firsts, including the launch of a mobile app in 2009 and delivery by drone in November 2016.

MICHAEL GILLESPIE

Group chief digital officer, Domino's Pizza Enterprises

THE FUTURIST

Depending where you are in the world, you can order a Domino's pizza and have it delivered by drone (New Zealand) or self-driving robot (Europe). And while Australian customers still need to have their pizzas delivered the old-fashioned way (automobile), this may about to change if Michael Gillespie has anything to say about it.

He is the man behind the wave of technological innovations that have come out of Domino's Pizza Enterprises in recent years, including AnyWare, a service that lets customers order from Domino's by tweet, text, emoji and voice command.

But for someone who now spends his days thinking almost entirely in the future tense – how will customers interact with retailers; how will they want to shop and pay? – it is surprising to learn he was not always so farsighted. When he left school in 1999, he had no idea what he wanted to do with his life.

"I didn't take the conventional path. I didn't think there was any point studying if I didn't have a passion for something, so I decided to work in retail for a year to earn some money," Michael says. "I figured that when I understood the world more, I would figure out what I was passionate about."

He started working at the Queensland-based bookstore chain QBD, which was just beginning to experiment with

e-commerce, and within a year he was running the whole online side of the business.

"I think I just showed an interest in understanding their business and how technology was changing it. I was eager to learn and open to taking risks, and the scope I was given to explore was huge," he says. "I really felt like I found my calling."

That experience set him on a path that is still unfolding. After earning a commerce degree and studying marketing, he began his e-commerce career in earnest, doing stints at Budget Direct, Domino's and Virgin Blue (now Virgin Australia), before landing back at Domino's in 2008.

In the past 10 years the pizza retailer has built on its then-revolutionary online ordering platform to become one of the frontrunners in automated food ordering and delivery globally.

Michael chalks it up to a supportive corporate culture, where phrases like "test and learn" and "fail fast" are not merely empty words. His own affinity for technology and experimentation also plays a role. "I have a big passion for technology and how it's changing things in every area," he says.

"As with any evolving profession, you need to commit to staying up to date with trends and testing the latest technology in e-commerce. I have an active interest in figuring out what might be a blip and what's here to stay."

This has sometimes caused friction with those who see Domino's experi-

ments with drone and robot delivery as mere gimmicks, designed to gain publicity rather than provide a useful service to the customer. Michael disagrees.

"The whole AI/automation space is a big discussion point for us. We're incorporating aspects of AI into many different projects, both for the customer and the business," he says, noting that Domino's has also used AI to improve rostering in stores.

"I think it will be really interesting to watch how retailers embrace AI and robotic delivery over the years ahead." ♦

JUDGE'S COMMENT

"If ever you wanted a case study of how digital can transform a once-traditional retail business, you need look no further than Domino's and Michael's work. He has been instrumental in putting digital front and centre of the Domino's business, from in-store and online customer experiences to improving employee engagement and interactions with its franchisees."

- David White

NATHAN BUSH

Group digital manager, Super Retail Group

THE NETWORKER

There is something about Nathan Bush that makes you want to work with him, or at least hang out after work and share a few beers. It's not just the fact that he is clearly passionate about his job in a laidback kind of way, but also that he seems genuinely invested in the people around him.

This may have something to do with Super Retail Group being based in Brisbane, where it is notoriously hard to find top talent.

"When you hire good people, you have to look after them – keep them happy, make sure they're developing, give them opportunities. That's what I'm focused on," Nathan says.

This mindset can be seen in everyday interactions, which reveal an inclusive, bottom-up management style.

"I spend most of my day in conversation with people, making sure I get all the viewpoints to feed back to the right team," Nathan says. While this approach often takes longer, he says it is worth the effort.

"We have so many people across the organisation...the results we get in e-commerce come down to being able to harness all the great people we have – not just in digital."

Nathan's outreach goes beyond Super Retail Group to include young Brisbanites at the start of their e-commerce careers. As a guest lecturer at QUT and the organiser of a monthly networking event, he aims to encourage more people from diverse backgrounds to work in digital.

"It started with really wanting to hire

more women, but not getting the applications," he says. "For me, there's no point trying to aim for diversity at the hiring stage, it has to start with education. How do we encourage that interest in tech and digital across men and women and people of different backgrounds?"

He admits he does not have a ready answer. His 10-person team includes just one woman, but he is working with female entrepreneurs to identify up-and-coming women in tech.

Meanwhile, he is leading change in other ways. Super Retail Group, which owns and runs Supercheap Auto, Rebel, Ray's Outdoors and BCF, has revved up its online and omnichannel business lately, launching initiatives like 60-minute click-and-collect at Supercheap Auto.

Much of this work is done in a repurposed outbuilding affectionately, and accurately, called "the shed", where evidence of design thinking can be seen on walls covered with post-it notes and Kanban boards.

"It's a big open-plan space, but it's not very glamorous. I had to fight hard to get windows put in before the digital team moved in," Nathan says.

The new environment has helped break down some old ways of thinking. For instance, Super Retail Group once executed ideas without testing them on customers first, risking millions of dollars if they didn't work out. "Now we're actually saying, 'Hold up. We can prototype this really quickly and easily and get it in front of customers.' We're building a

business case," he says.

"Our challenge now is how do we minimise the prototype process – take it back a step so we can get customer feedback before we actually build anything or write any code, using drawings and storyboards?"

One unconventional idea is to have the digital team talk directly to customers in stores. As Nathan points out, "Everyone has to understand the customer. It's part of everyone's job today." ♦

JUDGE'S COMMENT

"It takes more than just access to great technology to be successful online, it also requires the leadership and guidance of talented, motivated and inspiring individuals. Nathan is well known in Australia as a leader in e-commerce and omnichannel strategy. As well as being a leader within Super Retail Group, Nathan has also positively impacted the broader online retail sector through his active knowledge sharing and community building events."

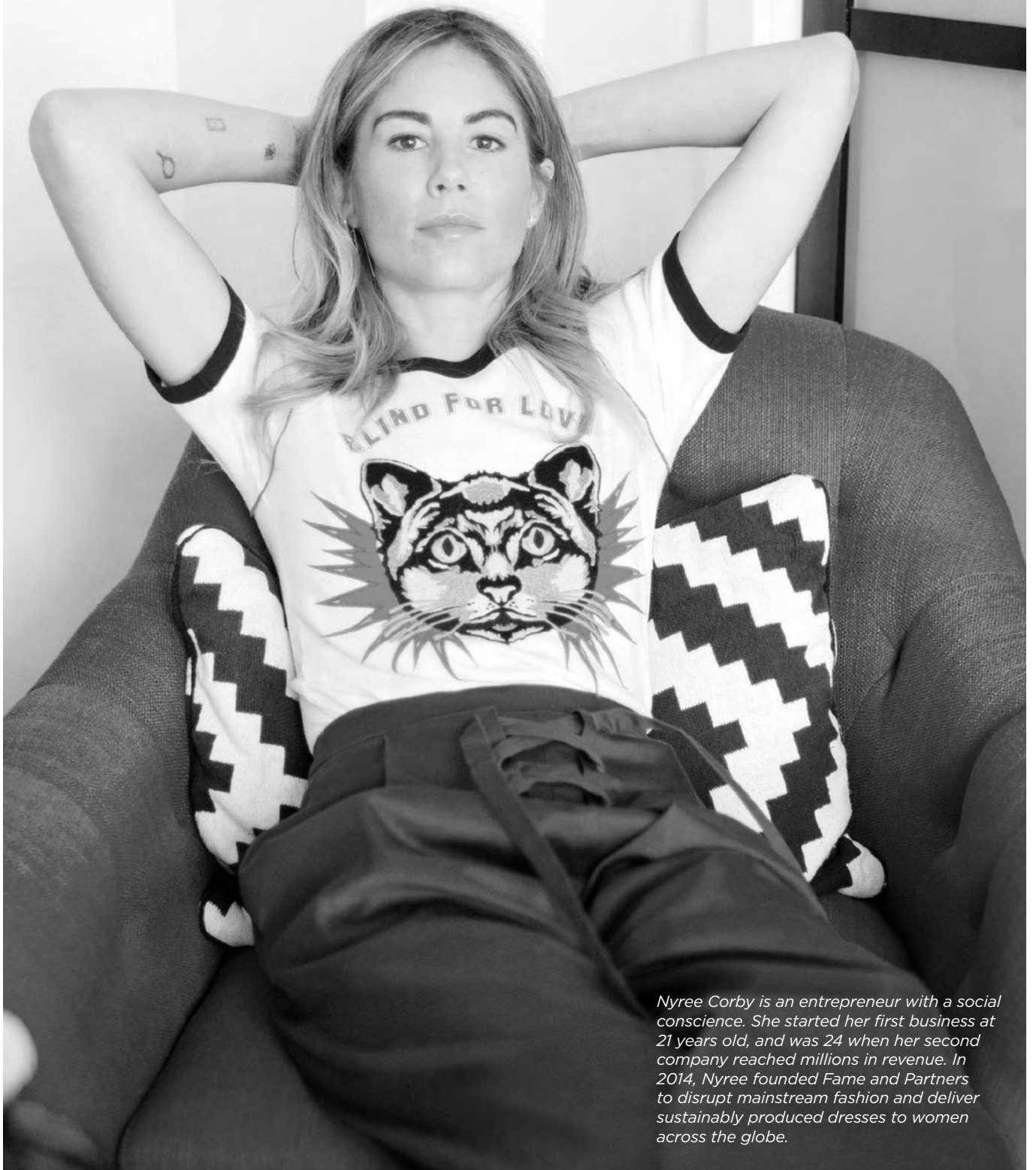
- Mike Larcher



Nathan Bush is leading the omnichannel transformation of Super Retail Group, encompassing strategic, operational and cultural change. With a focus on seamless customer software, scalable technology and e-commerce optimisation, Nathan is responsible for the digital and omnichannel strategies at Supercheap Auto, Rebel, BCF and Ray's Outdoors.

06.

07.



Nyree Corby is an entrepreneur with a social conscience. She started her first business at 21 years old, and was 24 when her second company reached millions in revenue. In 2014, Nyree founded Fame and Partners to disrupt mainstream fashion and deliver sustainably produced dresses to women across the globe.

NYREE CORBY

Founder/CEO, Fame and Partners

THE TRENDSETTER

Retail's start-up scene is rife with problem-solving entrepreneurs. You can't take two steps on the internet without bumping into a new watch business claiming it has solved the "problem" of making designer timepieces at affordable prices, or some underwear brand touting a fabric innovation that will "change your life".

These products may be useful, or even great, but to be honest, expensive watches and underwear seams are not the most pressing problems in life. However, when Nyree Corby says her made-to-order clothing business, Fame and Partners, not only solves the problem of holding inventory in retail, but also drastically reduces waste and even improves the customer experience, it is actually true.

Nyree is not a person to do anything by halves. She started her first business at 21 years old, and was leading her second, a digital services agency, to millions of dollars in revenue by the age of 24. Later, she entered the world of venture capital and became well versed in market trends and consumer pain points across the e-commerce spectrum.

That is where she learned a startling statistic: half of womenswear is sold at markdown, and 20 per cent is cleared through secondary markets, used as landfill, or simply destroyed, leaving just 30 per cent sold as intended.

"That was enough to spruik my curiosity," Nyree says. "I wanted to find out why. Is there an imbalance in supply and demand?"

The deeper she dug, the more realised

fashion's inventory problem was just the tip of the iceberg. Social media, fast fashion and e-commerce have created an unprecedented level of consumer demand, but also made it harder for brands and retailers to predict trends, and shortened the lifecycle of each one.

"No longer do we have 30 to 40 designer brands dictating what the trends will be over the next 12 to 18 months," she says. "Instead, we have millions of micro-influencers interpreting trends across the globe. Trying to keep up as a buyer or retailer with a traditional supply chain is really tough."

It typically also comes at the cost of sustainable manufacturing and ethical working conditions. So Nyree decided to solve the problem.

She launched Fame and Partners as an online-only fashion business in 2014, with the aim of having zero waste. Instead of sourcing products first and hoping customers bought them later, she flipped the model and made garments only after the order was placed. Known as on-demand manufacturing, the approach has captured the interest of many retailers but few have been able to make it work as economically as Nyree has.

"We have created one of the world's first completely on-demand manufacturing processes that makes and dispatches within two to five days single pieces at a similar margin structure to bulk manufacturing," she says.

While she declines to say exactly how Fame and Partners achieves this – "that's our secret sauce" – it has to do with

tweaking the traditional production line and up-skilling workers.

After raising more than \$10 million from two US-based venture capital firms in 2016, Nyree moved the business to Los Angeles, where she has invested in growing the team, expanding the range, adding customisation options and launching personalised sizing.

And while Fame and Partners was born from a set of statistics, Nyree believes consumer expectations are catching up.

"I feel there is a culture emerging around less is more," she says. "This is not a niche message. It's a mass message and it touches everyone." ♦

JUDGE'S COMMENT

"On-demand manufacturing is one of the most exciting areas of innovation in retail today, and Nyree is one of its most promising ambassadors. With Fame and Partners, she has made zero-waste clothing affordable, accessible and fashionable, and she continues to innovate with new technologies and trends."

- Heather McIlvaine

TONY NASH

CEO, Booktopia

THE ENTREPRENEUR

Tony Nash knows the elements of a good story – a hero on a journey, an unexpected plot twist, a satisfying ending. And yet, he resists the impulse to bend the disparate events of his own life into any sort of narrative arc. “If I were to write an autobiography, it would just be a story of one thing leading to another,” he says.

In other words, he never set out to start a business, let alone the largest online bookstore in Australia. And while some people’s early work foreshadows their later success, he readily admits his career did not exactly have a flying start. “I went to uni and mastered in snooker and Space Invaders...and failed economics,” he says.

Looking for something to do with his life, Tony ended up in IT. After a stint as a Cobalt programmer in the 1980s – “I wasn’t very good” – he started selling computers. Selling, he found, was something he could do.

“I took to it like a duck to water,” he says. He parlayed his tech background into an IT recruitment job, and found he was just as good at selling companies on people as he was at selling people on computers.

These were the heady days of the dotcom boom, and Tony thrived in IT recruitment for 14 years, eventually starting his own online recruitment business, which he later sold to focus on chat software.

However, the companies he was pitching were more interested in reaching the top of Google searches than implementing live chat, so he transformed once again, to become an internet marketing consultant.

After completing a project for Angus & Robertson bookstore, he saw an opportunity to launch an online-only venture. Booktopia was born in February 2004.

Initially, the idea was to run it alongside the consulting business, but after a few years the potential for growth was hard to ignore. Things really took off in 2007 after Tony took warehousing and fulfilment in-house.

“That was the year we realised this could be something. Our volumes were increasing, we continued to hire more people, we started to hold stock for the first time and we progressively built the business,” he says.

Over the years, Booktopia has made a name for itself, both in the book world – it was last year named National Book Retailer of the Year – and in e-commerce, where its logistics and customer service are considered among the best in the industry.

In the 12 months to July, the company generated more than \$100 million in revenue. The goal now is to reach \$200 million. To achieve that, Tony is focused on growing the range, carrying more stock and investing in automating Booktopia’s 13,000sqm warehouse.

“We can already ship 30,000 titles in a single day, but as we expect to grow to 40,000 to 50,000 titles, the current infrastructure will need a few tweaks.”


Through all of this, Tony most enjoys “dealing with the shenanigans of what’s going on with suppliers”. He says it takes him back to sales.

Yet, with his unpredictable career path, he is happy where he ended up. “Being in e-commerce is like selling ice cream at the beach on a hot day – that’s where the action is, that’s where people are migrating. The opportunity is there,” he says. ♦

JUDGE’S COMMENT

“Tony is an e-commerce visionary – not just of online book sales, but in driving significant growth for Booktopia. Tony has helped pioneer postage and delivery options for busy Australian online retailers. His commitment to excellence of execution is profound, and his dedication to support literacy causes is both noble and authentic.”

- Jeremy Meltzer



Tony Nash started Booktopia on a budget of \$10 a day in 2004. Today, the online bookstore has sales of \$100 million a year and employs 155 people. Booktopia has invested millions of dollars in automating its 13,000sqm distribution centre, and has donated \$750,000 worth of books and cash to literacy-based causes in Australia.

08.

09.



Lucy Glade-Wright worked as a graphic designer at elite design agencies in Australia and the UK before launching online homewares business Hunting for George with her sister, Jo Harris. Hunting for George takes a design-focused approach to both product offering and user experience, earning the sisters a passionate customer base and industry acclaim.

LUCY GLADE-WRIGHT

Co-founder/CEO, Hunting for George

THE STORYTELLER

For the past few years, the most popular item on homewares site Hunting for George has been a black-and-white poster proclaiming, “Oh, the places you’ll go”.

Co-founder Lucy Glade-Wright created the print herself in 2012 as a birthday gift for her boyfriend. When she later made it available to customers, it became an instant best seller.

It is almost too easy to see the poster as a metaphor for Lucy’s own uncharted evolution, from shop girl, to entrepreneur, to graphic designer, to business owner and leading e-commerce voice. But sometimes the obvious answer is the right one.

“I’ve never felt comfortable labelling myself,” Lucy says. “Even when I was a graphic designer, I didn’t like to say I was a graphic designer because I knew I was more than that. I always find new things that interest me. I don’t like being bored.”

Boredom is what caused Lucy to quit a sales job at Sportsgirl after two weeks and start designing and selling her own t-shirts in shopping centres, at the age of 17. A creative at heart, she went on to study communication and graphic design before moving to London in 2007.

It was there that Lucy realised design is not just about making things “look pretty”, but can change how people think and feel.

“I had this incredible brief to create a training book for new employees. It was a very real, inspiring and beautiful piece of content. That’s where I learned the power

of storytelling,” she says.

Back in Australia a few years later, Lucy decided to build her own brand, and that lesson stuck with her. “I realised I wanted to tell my own story.”

While brainstorming ideas with her sister Jo Harris, she kept coming back to her time abroad. “As a young 20-something in London, I would walk into Topshop and see the nail bar and the barbershop and the personal stylist, and it blew my mind that retail could be that incredible and fun. I wanted to bring a bit of that to Australian retail, especially homewares.”

It soon became clear that a bricks-and-mortar store would not be feasible financially, so Lucy and Jo turned to e-commerce, which is when the idea for Hunting for George really took off.

“The challenge was – and really still is – how to convey our personality online, so that when someone visits the website, they feel like they know us,” Lucy says.

“Words are incredibly important. Everything has to feel and sound the way we speak... Helping customers, educating them, storytelling. That’s what you get in-store, and that’s how you can get a personal connection with the customer online.”

Since launching in 2010, Hunting for George has grown rapidly in all directions, amassing a highly engaged customer base, entering new categories, expanding the team and, most recently, opening a store on the ground in Melbourne.

For Lucy, this has meant taking on

more of a managerial role and stepping back from creative projects, which has sometimes not been easy. “If I’m not being creative, I’m not happy,” she says.

But few things entail more creative thinking than starting and running your own business, and it is obvious that Lucy is thriving.

“For some reason, I’ve never been scared by business. I’ve always had the confidence to do things and try new things. Hunting for George was one of them.” ♦

JUDGE’S COMMENT

“With a strong focus on design, community and, most of all, customer experience, Lucy has shown a flair for innovation and leadership. She has always been open to sharing her journey, as well as being frank about areas where she wants to improve. That takes courage. Lucy is humble too. Running a tight ship, she has embraced technology to continuously improve the efficiencies of the business.”
- Mark Freidin

MARK TEPERSON

Chief digital officer, Accent Group

THE SALESMAN

One of the first things you notice when walking into Mark Teperson's office is a phrase emblazoned in large script across the wall, "Follow the customer and you'll never have to look for growth".

The quote from former Tesco CEO Terry Leahy has been something of a personal mantra for Mark since his university days, when he took his first retail job selling shoes at The Athlete's Foot.

"All of my thinking around the customer was shaped by that experience," he says. "The thing I learned that really stuck with me was that if you can describe to the customer exactly what they will feel when they put on the shoe, before they take their first step, you immediately create a feeling of trust and connection."

Indeed, the technique is so effective that one customer invited Mark to interview for a job on the spot. The customer was the owner of children's footwear chain Shoes & Sox, and 12 months later, after finishing a degree in accounting and business law, Mark took him up on the offer.

"I became a general manager in a very short time, but I left after about 18 months to start my own business," says Mark.

He started Shoe Superstore with a partner in 2005, and over the next three and a half years he grew it into a multi-channel

business. Things came full circle when The Athlete's Foot's parent company, RCG Corporation (now Accent Group), acquired Shoe Superstore in 2009.

"That was when I effectively got sucked into the 'mothership' and started to focus the whole organisation around CRM and loyalty and digital. I've spent the best part of the past five to six years doing that," Mark says.

When he joined Accent Group, which also runs Hype DC and Platypus stores and several shoe brands including Skechers and Vans, online sales were non-existent. Now the company is "better placed than most" to deal with the changing retail landscape, according to a statement co-CEO Hilton Brett made in August 2017.

Mark links this back to the board's early investment – both financial as well as political – in his digital transformation plan. The company has invested in CRM and e-commerce software and set up an organisational structure that lets the brands tap into a level of talent in the digital space that they could not otherwise afford.

"One of the things I think we did that was unique was set up a shared services division for digital, as well as embed dedicated people in each of our brands, so it is completely seamless between sales, planning, operations and marketing."

This is reflected in Accent Group's new

building which accommodates everyone on the digital team, including Mark with his ever-present reminder to "follow the customer".

Paradoxically, that often means going into stores.

"Digital to me has always been about the opportunity to reimagine the physical retail experience," Mark says, an attitude that has helped the digital team gain support from the business as a whole. He describes it as a "watershed" moment over the past year.

"Most of our revenue and profits by far are still generated through our bricks-and-mortar business, but it really feels like there has been a pivot to digital and an embrace of what it can really mean." ♦

JUDGE'S COMMENT

"Many people call themselves customer-centric, but few demonstrate it on a daily basis to the degree that Mark does. He is constantly looking for ways to improve the customer experience through process, organisational, infrastructure and other changes and has garnered the internal support to implement them."

-Dan Ferguson

A digital thought leader, Mark Teperson has more than 15 years' experience in retail and more than 10 years' experience in e-commerce. As chief digital officer for Accent Group (formerly RCG Corporation), Mark is tasked with "re-imagining retail" for HypeDC, Merrell, Platypus, Saucony, Skechers, Sperry, The Athlete's Foot, Timberland and Vans.



10.

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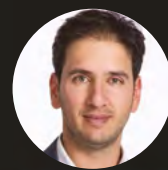
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JOHN BATISTICH

Non Executive
Director, zipPay



NATI HARPAZ

CEO,
Catch Group

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**ANDREW GIBBS**

GM, Multichannel, PETstock

Andrew Gibbs is responsible for the financial performance of PETstock, as well as the integration between stores and e-commerce in Australia. He oversaw the recent national rollout of click-and-collect and the introduction of PETstock into the New Zealand market, where it is now the leading online pet retailer.

“Andrew has been the orchestrator and leader behind some truly amazing innovations, most notably enabling PETstock to be the first pet retailer to implement click-and-collect across their national network with autoship recurring orders. He has also made a generous effort to assist the online retail industry through knowledge sharing and guest speaking.” - Mike Larcher

**ANGUS MCDONALD**

GM, Multichannel, Supercheap Auto

Angus McDonald has worked in retail for more than 18 years. He joined Supercheap Auto in 2010, assuming full responsibility for the brand's digital presence in 2015. He has led successive years of significant growth and launched 90-minute click-and-collect, which last year was reduced to a 60-minute promise.

“Angus has listened to his customers and used it to inform business strategy. This is a practice normally seen in nimble startups, but it's rare to see it used so effectively in a large multichannel retailer. The results generated for Supercheap Auto through Angus's decision to focus on customers speak for themselves.”

- Alita Harvey-Rodriguez

**ELIZABETH ABEGG**

Co-founder/director
Spell & The Gypsy Collective

Elizabeth Abegg is half of the sister duo behind Byron Bay fashion brand Spell & The Gypsy Collective. With a background in video editing, Elizabeth has turned the label into a global business employing 50 women. By embracing the world of blogging and e-commerce, it has more than one million followers on social media.

“Elizabeth and her team have grown what was a small fashion business into an international powerhouse through a strong social media strategy and transparent customer service. All the while she has remained committed to ethical sourcing and driving health and sustainability.” - Louisa Simpson

**14. ADAM KRON**

GM, Catch Group

Joining Catch Group in February last year, Adam Kron is GM of Australia's largest e-commerce company, overseeing all retail business. Before this, he was GM of Milan Direct and responsible for turning the startup into a market leader, culminating in a merger with Temple & Webster and an IPO in 2015.

“Retailers must work hard to stay competitive and relevant in today's modern marketplace. Adam has consistently displayed his ability to innovate and pioneer new systems and platforms to seamlessly integrate, improve processes and to grow whatever business he is involved with. He is a true industry influencer.” - Mike Larcher



15.

MARK COULTER

Co-founder/CEO
Temple & Webster

Mark Coulter has been involved in online furniture and homewares business Temple & Webster since its inception. He was previously director of strategy for digital-media properties at News Limited, where he managed a portfolio of businesses, including the digital ticketing company Moshtix. Mark co-founded NORA and ParcelPoint/Fluent Retail, a logistics and technology company.

“In turning around Temple & Webster, Mark has performed a demanding task with skill and confidence, earning him the trust and respect of the industry. He has a shrewd understanding of the e-commerce sector.” - Ben Franzi



17.

SVEN LINDELL

CMO, Temple & Webster

Sven Lindell joined Temple & Webster in July 2016. With a background in CRM and analytics, he is passionate about using technology and customer insights to deliver retail experiences. Sven previously oversaw the digital transformation of Bras N Things and held senior digital positions at Woolworths, Rebel Group and Microsoft.

16.

PATRICK SCHMIDT

Co-CEO
Global Fashion Group

As CEO of The Iconic, Patrick Schmidt led Australia's largest online fashion company, offering 700 brands, same-day delivery and free returns. He left the role in January to become co-CEO of The Iconic's parent company, Global Fashion Group, which runs e-commerce businesses across five continents.

“Patrick’s firm belief that a seamless retail experience begins at home has helped make The Iconic the agile disruptor it is today. He is an experienced leader who understands his role as enabling those around him to achieve success.” - Heather McIlvaine



“Sven is one of our digital natives and a true innovator. He is sought after by data agencies and recently worked to feed mind-blowingly beautiful segmented content to customers.” - Mark Freidin

JO HARRIS

Co-founder/operations director, Hunting for George

Jo Harris completed a Bachelor of Nursing and worked at The Alfred Hospital in Melbourne before launching online homewares store Hunting for George with her sister Lucy Glade-Wright, in 2010. Hunting for George takes a design-focused approach to both product offering and user experience, earning the sisters a passionate customer base and industry acclaim.

“Jo serves as an inspiration for young entrepreneurs and has helped many small business and startups by sharing her story with the online retail community. Jo’s ongoing commitment to innovating as the business grows is impressive.” - Louisa Simpson

18.



**JUSTIN DRY**

Co-founder/joint CEO, Vinomofu

Justin Dry is co-founder and joint CEO of one of Australia's fastest-growing companies. Launched in April 2011, Vinomofu has a run rate of more than \$50 million in annual revenue, 500,000 members and 100 employees. Justin oversaw Vinomofu's recent expansion to New Zealand and Singapore and is now preparing for it to enter the US market.

"Honesty in failures isn't something every leader is brave enough to share. This is something Justin has championed, which is why I think he has made such an impact on the e-commerce industry. He genuinely doesn't do things to serve himself, but always has the broader community in mind. This is reflected in everything Vinomofu does."

- Alita Harvey-Rodriguez

**JULIA SIMMONDS**

Founder/CEO, Itchy Baby Co.

A pharmacist, Julia Simmonds made the leap into e-commerce after being unable to find suitable products for her son, who had chronic eczema. Since founding Itchy Baby Co. in 2015, she has helped more than 35,000 families. Julia continues to grow her all-natural product range.

"Customer loyalty is hard to win and easy to lose, but Julia has managed to avoid the typical pitfalls with ease. She cares deeply about her customers and genuinely wants to solve their problems. Others would do well to follow her example."

- Dan Ferguson

**CHRISTIAN MCGILLOWAY**

*Chief technical innovation officer
Retail Zoo*

Christian McGilloway has a track record of creating significant and sustainable growth across digital channels. During his four years leading Retail Zoo's digital strategy, Boost Juice has become synonymous with digital innovation. Its app has had more than 900,000 downloads and created a 2,000 per cent uplift in sales.

"Christian has driven some of the most exciting advancements in e-commerce and is a true early adopter of powerful user experiences. Not only has he helped advance new technologies, he has actively designed and engaged software to meet digital challenges." - Jeremy Meltzer

**22.****JANE LU**

Founder/CEO, Showpo

Jane Lu left her career as a business analyst at accounting firms KPMG and EY to launch online fashion business Showpo in 2010. Since then, Showpo has amassed a 2.8 million-strong following on social media and reached an annual run rate of \$30 million. Jane is a fashion-savvy entrepreneur and social media expert.

"Even more impressive than Jane's success in growing Showpo, is her desire to share her hard-earned wisdom with budding entrepreneurs through networking groups and social media. As generous as she is ambitious, Jane shows great promise."

- Heather McIlvaine

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23.

NATHAN HUPPATZ*Director, Directshop (Costumes.com.au)*

Starting his online retail career in 1999, Nathan Huppertz is passionate about creating and growing digital businesses. After building and exiting several smaller e-commerce businesses, he now runs Costumes.com.au. Nathan also owns ReadyToShip, a software-as-a-service product that integrates web stores and eBay accounts with carriers like eParcel, Toll and more.

“Nathan is an e-commerce veteran who remains at the top of his game. He transcends easy categorisation, not only being a retailer, but also building tools that help other businesses grow.” - Ben Franzi



24.

DAVID SHAFER*Executive director/COO/CFO
Kogan.com*

Involved with Kogan.com since 2006, David Shafer became a partner and executive director in November 2010. Before this, he was a senior associate at Arnold Bloch Leibler. He holds a Bachelor of Law (Honours) and Bachelor of Commerce from the University of Melbourne and is a chartered financial analyst.

“David has been relentless in ensuring that customer feedback continues to drive products that match demand. By leveraging customer data and understanding shopping behaviours, David and his team continue to drive strong sales growth.” - David White



25.

BEN HARE*Director/COO, TinyMe*

Ben Hare oversees the finance, HR, compliance and risk, IT, customer service and logistics of the business. Growing rapidly in sales of personalised children's products, TinyMe has received numerous industry accolades. Ben spent two years as a non-executive director of retail industry network NORA.

“Ben has been a driving force in leading the business side of things as well as innovation in customisation and growth at TinyMe. His experience and formal training have served him well and made him a popular go-to person and mentor for many in the industry.” - Mark Freidin



26.

LANA HOPKINS*Founder/CEO, Mon Purse*

Unable to find the perfect handbag, Lana Hopkins started Mon Purse, a design-your-own handbag and accessories brand, in 2015. The vertically integrated online business has gone global through partnerships with Bloomingdale's and Selfridges, and gained the endorsement of celebrities. Lana is now translating the concept to standalone stores.

“Traditionally, it has taken many years for companies to build a brand and customer following such as Mon Purse enjoys today. What Lana has managed to do in such a short period of time is highly impressive and an inspiration for Australian entrepreneurs.” - David White



ANDRE EIKMEIER
Co-founder/joint CEO
Vinomofu

27.

Andre Eikmeier launched Vinomofu with brother-in-law Justin Dry in 2011. Now one of the most successful wine sites in the country, Vinomofu has a run rate of \$50 million in annual revenue and employs 100 people. Andre is responsible for leading every aspect of Vinomofu's domestic business.

"Andre's energy and commitment come across in his many speaking engagements in the online retail community. Even more impressive is his openness and sincerity about the challenges he has faced and his interest in overcoming obstacles through change." - Louisa Simpson



MIKE WILSON

Co-founder/director, TinyMe

Mike Wilson is the "ideas man" at TinyMe. With a background in industrial design, he launched the online customisation business from his spare bedroom in 2006. Mike is now responsible for TinyMe's strategy, design and marketing. He has a passion for entrepreneurial business and converting ideas into commercial reality.

28.

"An early adopter of mass customisation, Mike continues to push the envelope and find creative new applications for personalisation in retail. He has a strong working relationship with his co-directors and regularly makes time to share his insights with the industry." - Dan Ferguson

KRISTY CHONG

Founder/CEO, Modibodi

29.

Modibodi offers fashionable, comfortable and sustainable underwear with patented odour-absorbing, moisture-wicking technology. Kristy Chong has sold more than 100,000 garments to date, using a powerful online marketing strategy to achieve profitability. Before this, she worked in marketing and PR for multinational brands.

"Understanding customer experience and customer service are key drivers, and Kristy and her small team provide levels of service unheard of in larger, better-resourced businesses. Kristy also shares her insights at industry events, and was one of Remodista's Women2Watch." - Mark Freidin



30.

NADIA LOTTER

Brand director, Samantha Wills

A people person, thinker, planner and problem-solver, Nadia Lotter is a digital marketing and e-commerce specialist with extensive experience in digital strategy, e-commerce, social media, CRM and leadership. She has more than 10 years' experience creating digital brand experiences and strategies across the fashion, FMCG, finance, not-for-profit, travel and corporate categories.

"Demonstrating a deep and genuine interest in the platforms, processes and new technology that power online retail, Nadia seems capable of conceiving and executing successful digital projects in her sleep. She was recently tasked with developing an entirely new direct-to-consumer business model at Samantha Wills." - Dan Ferguson



31.

ERICA STEWART*Founder/CEO, Hardtofind*

Erica Stewart has spent the past 10 years building a profitable, sustainable, award-winning e-commerce business from the ground up. Hardtofind has become one of Australia's leading curated marketplaces, with an annual turnover of more than \$20 million and offices in Sydney and Manila.

"In a world of bulk generic manufacturing, Erica has nailed the position of her business in the e-commerce industry. This isn't just reflected in the handmade and one-off products she offers through Hardtofind, it is also reflected in her innovation, marketing and leadership. Erica's attention to detail, from product to placement, has helped Hardtofind become the success it is today and will continue to be." - Alita Harvey-Rodriguez



32.

IVAN LIM*Co-founder/CEO, Brosa*

Serial entrepreneur Ivan Lim started Brosa in 2014 after finding a gap in the market for affordable, easy-to-buy premium furniture. Brosa works directly with craftsmen around the world to create special designs and experiences for customers. Ivan was previously head of marketing and growth at website design startup Elto, acquired by GoDaddy in 2015.

"Ivan sets himself apart by bringing a Silicon Valley sensibility to Australian retail. With Brosa, he has not simply built a successful e-commerce business, but a 'digital-first' organisation." - Heather McIlvaine



33.

WAYNE BASKIN*Deputy CEO/CTO, Booktopia*

Not wanting to be a small cog in a big wheel, Wayne Baskin left his job at GE Commercial Finance to contribute to a smaller company's growth and success. He joined Booktopia in 2008 and is now a key leader in the business. He is responsible for the company's systems, oversees strategy and sits on its board.

"Wayne is one of the foremost tech voices in the Australian e-commerce sector. He plays an integral role in Booktopia's evolution to the innovative, efficient and successful organisation it is today."

- Ben Franzi

34.

PIP EDWARDS*Co-founder/creative director
P.E Nation*

After working for some of the biggest names in Australian fashion, Pip Edwards started her own activewear-meets-streetwear label P.E Nation in March 2016. Her creative vision and disruptive approach have brought the brand global acclaim. It is now stocked in more than 100 boutiques, as well as being sold online.



"P.E Nation is a true example of an Australian label harnessing the power of e-commerce and pushing all boundaries. While e-commerce may not be Pip's background, she has led Australian fashion retail for years. Her drive and vision are a force. She is constantly innovating to satisfy demand for her label." - Jeremy Meltzer

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35.

AUDREY KHAING-JONES*Co-founder/COO, GlamCorner*

Leaving behind a career in finance, Audrey Khaing-Jones launched online fashion rental business GlamCorner in 2012 to make a difference in the wardrobes of Australian women. Today, GlamCorner has tens of thousands of customers and more than 40 employees. It has raised \$5.5 million from several leading Australian investors.

“Audrey led her team in conducting significant trial and innovation to create a powerful logistics model. The environmental impact of this business is impressive, with more than 100 tonnes of clothing being diverted from landfill over the last 12 months.” - Louisa Simpson



36.

DEAN JONES*Co-founder/CEO, GlamCorner*

Dean Jones spent the first four years of his career working as an investment banker in Sydney, London and New York. Spotting an opportunity to introduce the sharing economy to the wardrobes of Australian women, he launched GlamCorner with his wife, Audrey Khaing-Jones, in 2012.

“Dean has championed and created a unique segment within e-commerce. The ability to design and deliver an e-commerce experience for the millennial market (and wallet) shows a special talent. GlamCorner will continue to disrupt in this space and Dean will inspire others to follow.” - Jeremy Meltzer

37. **MARTIN HOSKING***CEO, Redbubble*

Martin Hosking became CEO of the Redbubble marketplace for independent artists in July 2010. It listed on the ASX in May 2016. Before this, Martin was instrumental in the development and NASDAQ listing of search company LookSmart. He started his career as a diplomat with the Australian Department of Foreign Affairs and Trade.

“While every brand and retailer is rushing to the promised land of marketplaces, Martin has maintained Redbubble’s dominant position by focusing on what it does best: unique art and design, lightning-fast manufacturing and a user-friendly experience.” - Dan Ferguson

38.

JEN GEALE*Co-founder, Mountain Bikes Direct*

Mountain Bikes Direct is achieving profitable growth at a significant rate under Jen Geale’s leadership. Known as the “process guru”, Jen oversees the implementation of new projects to drive the business forward across marketing, analytics and overall strategy. She also played an integral role in setting up the company’s flagship Dollars For Dirt community funding program.

“Jen is an inspirational e-commerce entrepreneur who has shown courage and innovation to take her business to new heights. This includes making a progressive decision to become the only pureplay in her category to use a 3PL. Successful retailers like Jen understand they can’t do it alone.” - Mike Larcher





39.

BASIL KARAM
CEO, Life Interiors

Basil Karam is an entrepreneur with more than 17 years' experience in retail, technology and digital marketing. As co-founder of vertically integrated omnichannel furniture and homewares retailer Life Interiors, he aims to offer great design at an affordable price, while seamlessly powering furniture and homewares marketplaces, including Temple & Webster, Your Home Depot and Zanui.

"An innovator in unifying data, Basil has managed to connect his retail environment with his online environment through NFC price tags and a version of Google Analytics that simulates showroom interactions. He has been a staunch supporter of startups and has presented at industry events, as well as donating furniture to needy causes each year."
- Mark Freidin



40.

ANDREA GONZALEZ

Global IT manager, Commerce/experiences
Treasury Wine Estates

Working with the global direct-to-consumer technology team, Andrea Gonzalez is responsible for growth and the consumer experience at Treasury Wine Estates. Her extensive background in marketing, product management, channel management and technology gives her an informed perspective on meeting customer expectations and growing sales through data, business and technology.

"Andrea is taking Treasury Wine Estates to the next level and challenging digital parameters for wine retailers. Her innovations are creating a special experience for customers that will ripple throughout the sector. Andrea demonstrates that every single market within e-commerce can be extraordinary." - Jeremy Meltzer



41.

CARL JACKSON

CEO, The MySale Group

Carl Jackson launched online shopping club OzSale with his brother in 2007, pioneering a new channel of distribution in Australia. With extensive experience in venture capital investments, Carl went on to lead the strategic acquisition of flash-sale brands Buyinvite and Cocosa, and e-commerce brands Deals Direct, OO.com.au and Top Buy to form The MySale Group.

"Innovation abounds in The MySale Group. Carl instigated the internal development of OurPay, offering clients short-term credit via their own funding sources. He has been active on the speaking circuit lately as he feels that it is important to share with the e-commerce community."
- Mark Freidin

42.

IRENE FALCONE

Founder/CEO, Nourished Life

Irene Falcone launched Nourished Life in 2012. Today, the business is a one-stop shop for natural and organic skincare, bodycare, haircare, makeup, suncare and eco-friendly homewares and clothing brands. Irene sold the business to ASX-listed BWX in September for \$20 million.



"Through hard work and determination, Irene has turned a personal passion for organic goods into an incredibly successful business. It helps that she is 100 per cent authentic and dedicated to her customers."
- Dan Ferguson

43.



MARK GRAY

Head of marketplace/cross-border trade
Catch Group

Mark Gray has managed digital marketing and online marketplace teams for more than 13 years in Australia, Europe, the US and Asia Pacific. He is responsible for managing Catch Marketplace and launching products on to other channels. He is passionate about e-commerce and helping retailers/manufacturers sell their products online.

“While only joining Catch a year ago, Mark has delivered a huge project for the group - introducing a marketplace to take on Amazon within Australia. While leading such significant cultural and operational change, Mark has also contributed meaningfully as a speaker in the online retail community and beyond.”

- Louisa Simpson



46.

44. RUSLAN KOGAN CEO Kogan.com

Entrepreneur Ruslan Kogan came from humble beginnings to become one of Australia’s most successful businessmen. Interested in technology from an early age, he built his first computer when nine years old, and started his first business one year later. He launched Kogan.com in his parents’ garage in 2006, before going public in 2016. Today it is one Australia’s largest online companies.



“Despite a growing core business, Ruslan has continued to seek out new opportunities to keep sales growth strong and to diversify. The recent strategic partnership with Vodafone together with the expansion into insurance products is evidence of his ability to think strategically and identify new gaps in the market.” - David White

45.

SANDY ABRAM Founder Wholesome Hub

A former nurse, Sandy Abram started her first organic food business in 2005, before launching Wholesome Hub, an online organic food and natural personalcare and lifestyle store, in 2016. Passionate about health, wellbeing and sustainability, she aims to make organic food more accessible to all Australians.

“Sandy is active in sharing her years of knowledge in sustainability. She was part of a Kickstarter workshop last year and is an avid member of Business Chicks. She believes in aligning personal needs with available work hours. Sandy’s core drive is to make a positive impact.” - Mark Freidin



LUKE JECKS Founder/CEO, Naked Wines

Passionate about “customer-centric disruption”, Luke Jecks has not only disrupted the wine industry, but also direct-to-consumer delivery, crowdfunding and the subscription business through his e-commerce venture Naked Wines. He was appointed CEO of Naked Wines International in 2015 and now focuses on growing the company’s global presence.

“Luke continues to delight and excite wine lovers and wine makers alike with Naked Wines. The innovative funding model, together with the ability for customers and wine makers to share real-time feedback, has meant the business continues to grow and disrupt what is a highly competitive market segment.” - David White



47. ANNA FORSTER

GM, Operations/supply chain, Lux Group

Anna Forster drives operations and supply chain at Lux Group, one of Australia's largest e-commerce groups. She delivers the key customer value proposition of price competitiveness through cost efficiency, thanks to Lux Group's proprietary logistics system purpose-built for flash sales. She has a passion for tech and previously worked at startup incubator, Rocket Internet.

"Anna is an expert in her field, who shares her insights by participating in several professional associations. She tackles complex supply chain issues with ease and is an invaluable asset to the Lux Group."

- Ben Franzi



48.

DEAN SALAKAS

CEO

The Party People

Dean Salakas is the "chief party dude" at The Party People, handling strategy, marketing and finance. Since taking The Party People online in 1999, he has achieved many e-commerce firsts, including being the first Google AdWords customer in Australia. He is passionate about sharing with the industry what he has learned, growth hacks and early failures.

"Dean is an outstanding contributor to the retail and startup e-commerce community. He has become a great resource, always sharing what he has learnt and how to market on a shoestring budget."

- Alita Harvey-Rodriguez



49.

AMANDA GREEN

Head of e-commerce

L'Oreal Australia

Amanda Green's digital career spans 15 years and multiple countries. After developing Nike's e-commerce business in Europe and revolutionising its business in Australia, she is now leading the digital transformation of L'Oreal Australia's e-commerce business.

"Amanda has shown true leadership and passion for the industry by generously mentoring people looking to get into e-commerce. She is a beacon of best practice." - Mike Larcher



50.

JODIE FOX

Co-founder/chief creative officer, Shoes of Prey

A banking and finance lawyer by trade, Jodie Fox explored the world of advertising before setting out to solve a problem of her own, finding the perfect pair of shoes. Along with her co-founders, Michael Fox and Mike Knapp, Jodie launched Shoes of Prey, an award-winning website, where women can design their own shoes.

"Jodie's ability to effectively communicate Shoes of Prey's 'what and how' should not be underestimated - it was critical to the brand's early success. But as customers have become more familiar with the 'design-your-own' concept, she has expanded her expertise to new parts of the business. A woman of many talents."

- Heather McIlvaine

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