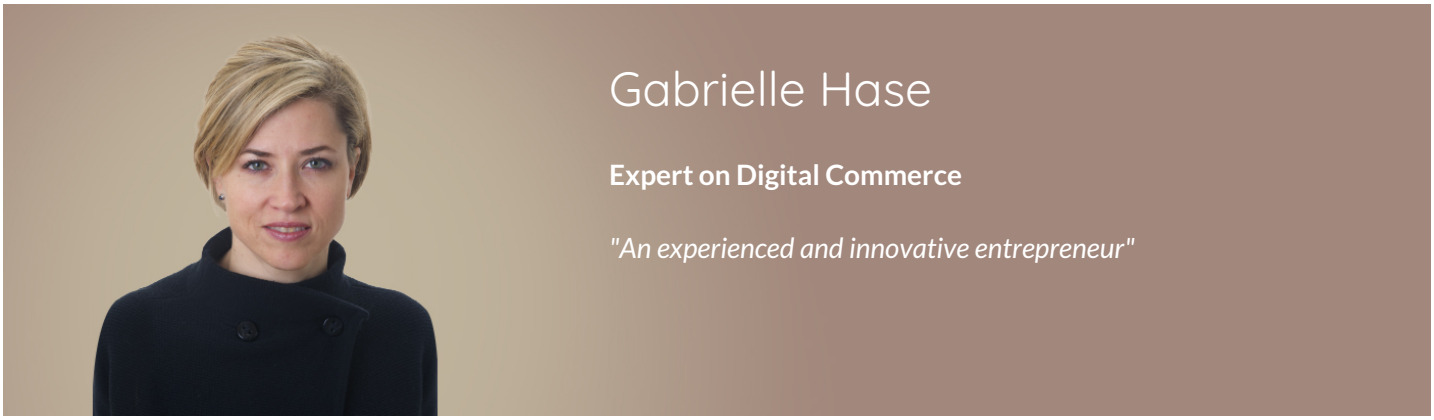

Gabrielle Hase

Expert on Digital Commerce

"An experienced and innovative entrepreneur"

Gabrielle Hase is a London based digital commerce strategy consultant. An experienced and innovative entrepreneur, Gabrielle has broad experience in all aspects of eCommerce, direct marketing and strategic brand management.

TOPICS:

- The Future of Retail
- Retail Experience
- Innovation and Brand
- Women in Business

LANGUAGES:

She presents in English.

IN DETAIL:

Since moving from the US, Gabrielle set up Soleberry Advisory and has worked with leading consumer brands on building their online presence and increasing market share. Gabrielle's achievements include managing leading leisure brand Sweaty Betty's global eCommerce business; accelerating L.K Bennett's domestic and international online sales and launching TKMaxx.com, which opened an entirely new route to market for the European retailer. Gabrielle is a Non-Executive Director for two retail technology businesses which sit at the heart of the multi-channel customer journey. She also sits on the Board of Tate Enterprises, the commercial arm of Tate Galleries, where her experience helps the cultural institution reach new and different audiences via its online presence.

WHAT SHE OFFERS YOU:

Combined with her operational experience working with retail brands, these roles offer Gabrielle a unique perspective on what the customer needs today and how their demands are changing the way retailers and brands compete in the market.

HOW SHE PRESENTS:

With an astute understanding of the way in which retailers, technology and high-achieving teams work, Gabrielle brings a unique perspective to any event.

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