



Ethna Yourell Högberg
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WORK EXPERIENCE

ANN RINGSTRAND

2017 - 2018 Ann Ringstrand E-Commerce Manager

Our business is built from a sustainable philosophy. We supply a timeless and consistent design. The products have high quality and are made in small units with great care and attention. The creating process is efficient.

HOPE

2015 - 2017 HOPE
Retail Manager

Our mission centres on an offering of well-made fashion design and communication. We value true product engagement and a consistent style. We grow by making our products inspire and support the individual consumer.

VENUE RETAIL GROUP

2014 - 2015 VENUE RETAIL GROUP
Sales Manager

Venue Retail Group is a leading player in accessories, travel accessories and shoes in the Nordic countries with a network of 150 stores. The business operates in two business areas of Accessories and Shoes by the wholly-owned chains Accent, Morris and Rizzo with a range of own and external brands. The Group's stores offer the ultimate meeting place for those who are looking for attractive fashion, high service and genuine trade knowledge. The Group has approximately 370 employees.

BUBBLEROOM

2013 - 2014

BUBBLEROOM
Project Manager

Project manager for Bubbleroom with the opening of their Flagship Store and their venture from E-Commerce to a physical store.

My responsibilities were broad:

- Ensuring the company's concept in the transition from e-commerce to retail
- Advice in choosing shop premises and shopping centre
- Adviser on development of store concepts
- Recruitment of store manager, merchandiser and sales personnel
- Purchase planning and placement of goods in shop
- Sales staff training
- Test subject for payment systems
- Advice regarding logistics and inventory management.

My solid ability to quickly understand the specific nature of new situations and environments along with my experience makes me an open minded leader, which can quickly build effective relationships needed to work with missions with quick decisions and an acceptance from the rest of the company.

"Throughout the project, I felt that Ethna gave 110% and had total control. She is ambitious, goal-oriented, experienced and has a superior knowledge in retail. She has delivered a Flagship store that exceeded our expectations, a workplace full of energy and great atmosphere and most of all a successful end result and pleased owners.

I am looking forward to having the opportunity to work with Ethna again."
(Svante Tegner, MD Bubbleroom)

TWILFIT

March 2010 - 2013

TWILFIT
Sales and development manager.

Twilfit, a lingerie retailer has just over 50 stores in Sweden, and a turnover of 320 million SEK. My responsibilities included planning sales budgets, effective cost control and staff planning for all stores. Ensuring the concept and marketing plan were in compliance with the brand was also an important part of my work. I had overall responsibility for personnel for sales, store managers, regional managers, merchandisers and store operations. Rent negotiations and establishment of new premises was also included in my job description.



VÄRLDENS VARUMÄRKEN

May 2008 - Dec 2009

SEALIFE
CEO

Goal: Develop a retail strategy, build a retail organisation with core values, a brand manual and improve profitability.

My responsibilities were budget, sales, marketing, purchasing, negotiations with vendors and landlords. Relocation of some stores and offices. Work with architects to create a Sea Life concept with unique shop fittings. Open website online. Additionally I was responsible for all decisions regarding personnel.

"With a clear structure in the company, a tight team has been created, who perform their duties with pride, participation and engagement. With a secure foundation in place the result has led in particular to reduced inventories and positive increases in KPIs such as increased caption rate and increased average sales" writes Frederick Lewrén at Sea Life.



Sep 2006 -May 2008

BEELINE
Country Manager Beeline Retail Ltd
Country Manager Beeline Concessions Ltd.

Goals: Launch two brands of accessories on the retail market in the Nordic countries.

Some responsibilities:

Hiring staff to support the National Service Centre and the necessary expertise in Retail and Concessions. Actively searching for new premises in the area.

"Upstart of a National Service Centre to Support Retail and Concessions companies. Active search for retail locations, sales training for store managers and sales staff was also a part of Ethna's duties" writes Kicki Rämgård at Beeline.



Feb 2003-Sep 2006

ADIDAS
Retail Manager Area Nordic

Goal: Develop a retail strategy and lead the organisation in retail in the North.

Some responsibilities:

Increase profits and market share by focusing on the retail part of the business area Nordic countries. Collaborate with management in the area and also participate in the retail group at European level.

Relocation of retail premises and rebuilding our Flag Ship Store to improve store performance.

Take-over and renovation of stores in the Baltic countries.

Turnover approx. 120 million SEK.

"Ethna possesses very good retail knowledge and has been a driving force within the Nordic organisation. Her ability to interact very well with people enabled her to establish good relationships with internal and external counterparts. Maximise profitability by optimising sell-in, maximising sell-out, analyzing profit and loss and achieving financial targets and retail KPIs." said Patrik Nilsson at adidas.

POLARN O. PYRET

Oct 1999- Feb 2003

POLARN O. PYRET

Business Area Manager for Sweden

Goal: Create harmony between brand presentation in our own stores and franchised ones.

Some responsibilities:

Guaranteeing the performance, sales budget, personnel, vendors and store managers. Planning and monitoring of key performance indicators, marketing, establishment of new stores, owned by POP or franchised, and the renovation of older stores.

Turnover about 350 million SEK.

"The company has steadily increased its sales over the industry average and increased its market share over the time Ethna worked on PO.P. Ethna is present and wins her staff's confidence and respect, she is a true leader who leads the way by example. Her decisions are based on each store's potential with continuous focus on sales, in short, she delivers" writes Christel Kinning from Polarn O Pyret.



Nov 1998 - Oct 1999

ROSENTHAL

Sales Manager Sweden

Some responsibilities:

Advertising and choice of products with Key Accounts. Rosenthal, a wholesale company, had 200 outlets, shop in shop, concession



March 1993- Nov 1998

HAGENFELDTS

Area Manager

Some responsibilities:

Improving performance, planning budgets, sales and staff in 12 stores in Stockholm.

Responsible for purchasing, marketing and advertising on all stores. Establishment and monitoring of key performance indicators



Oct 1991 - Feb 1993

A WEAR

Store Manager Galway

Some responsibilities:

Results Manager, planning budgets, sales and staff of 30 employees. I was responsible for purchasing, marketing and advertising.

Sales forecasts, cost management, key performance indicators.

March 1993- Nov 1998 HAGENFELDTS
Area Manager

Some responsibilities:

Improving performance, planning budgets, sales and staff in 12 stores in Stockholm.
Responsible for purchasing, marketing and advertising on all stores. Establishment and monitoring of key performance indicators

INDISKA

May 1983 - March 1985 INDISKA
Store Manager

10 employees. Staffing, inventory merchandising, sales and inventory accountability.

Okt 1982 - Maj 1983	Åhlens Sales Assistant	
Nov 1978 - Aug 1981	Department Sales Manager	Dublin
Aug 1976 - Juli 1978	Sales Person	Dublin

EDUCATION

1971-1976	Dominican Convent, Cabra	Dublin
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Exams:
Intermediate certificate 1974
Leaving Certificate 1976

1976-1981	College of Marketing	Dublin
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Diplomas:
The National Federation of Drapers and Allied Traders
Certified Principles of Distributive Management

LANGUAGE SKILLS

English native
Swedish fluent

REFEREES

Available on request