



HL Retail Brand Licensing Consultancy

About the Author/Facilitator

Unlocking Brand Licensing Success with Retail Expertise & Tailored Solutions

Helen Lynch is a seasoned Senior Retail and Brand Licensing Executive who now through her own consultancy and coaching business specialises in practical execution strategies in helping brand owners, licensees, SME's and agencies to win new Retail contracts, forge long lasting mutually beneficial partnerships and drive positive change for business growth.

As a Certified Life Coach, former teacher and a course creator, Helen sets herself apart from other industry experts in blending specialist knowledge and experience with tailored training solutions to meet the needs of businesses, leaders and their team.

Helen's wealth of knowledge and passion for consumer products is borne from her breadth of experience having worked across marketing agencies and in manufacturing before continuing into retail for over 20+years. Her success across 6 major UK retailers in senior commercial positions including brand licensing, buying and product and category management has resulted in a customer first approach including a well-honed ability to match relevant strong IP with the DNA of the retailer and the needs, wants and desires of the consumer.

Successful collaboration with a Retailer also requires a partnership ethos and Helen's extensive experience in identifying, negotiating and landing multi-million pound licensing deals with brand owners and agencies that have longevity is reflected in specific training programmes where she shares her learnings and the skills and competencies required for individuals to excel in pitching, relationship management and drive growth.

As such HL Retail Brand licensing Consultancy offers rare insights from the Retailer's perspective coupled with expert problem solving and practical solutions for businesses and individuals to overcome barriers to Retail and accelerate growth.

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Aysha Kidwai Brand Licensing and Retail Senior Strategist and DTR Expert



About the Author/Facilitator

Business Transformation and Growth Strategist, Industry Specialist in Brand Licensing, Premium Collaborations and DTRs and Non-Executive Director Swim England.

20+ years of senior management experience in Media, Consumer Products, Manufacturing and Retail industries, at blue-chip Global corporations such as Capelli Group/Concept One, ALDI, Difuzed BV, Moonpig, The Walt Disney Company, Tesco PLC, ITV Global Enterprises, Marks & Spencer PLC, C&A, Dualstar Entertainment, Fox Family, as well as SMEs and the Public Sector.

I was instrumental in developing the DTR model and launching it across US and Europe over a 20 year span.

My career has been focused on driving growth for consumer brands by optimising creative assets, identifying new commercial opportunities, delivering value chain optimisation, and expanding brand reach. I've led retail and marketing strategies that launched new collaborations, extended brand footprints, and maximized revenue across multiple channels.

I specialise in leveraging customer insights and deep market data to discover lucrative partnership opportunities that meet with the organisational objectives, particularly in maximizing income from its unique assets.

I also bring hands-on experience in designing and executing retail campaigns for many iconic heritage brands such as Mary-Kate and Ashley Olsen, Ferrari, MAC Cosmetics, Charlotte Tilbury, Moschino, Anya Hindmarch, Guinness, Designers Guild, The Royal Ballet, The Natural History Museum, MoMA and The V&A Museum, and elite sports brands including England FA, RFU, F1, WWE, David Beckham and FIFA, among others.

In addition, my role as an NED for Swim England, has deepened my understanding of governance and the responsibilities of a Non-Executive Director. I am well-versed in collaborating with boards and executive teams to develop business plans, monitor key performance indicators, and assess risks and opportunities.

Central to the success of any brand licensing venture is collaboration, creativity and establishing sustainable relationships, so having seasoned hands and a 360 perspective of licensor, licensee, retailer and deep customer insights allows my clients to develop programmes that are not only margin enhancing but can build true longevity.

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