

Anya Rasaiah

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PROFILE:

A passionate, driven and positive leader, with experience delivering results for my teams in the UK, US and Germany. I pride myself on my learning agility, creative problem solving and bringing the team along with me in every challenge.

QUALIFICATIONS:

BA (Hons) Advertising & Marketing, Lancaster University - First Class

INSIGHTS DISCOVERY:

23 Motivating Director

PASSIONS:

Painting, travelling, basketball, skateboarding, creating & learning.

dyson

Senior Commercial Manager - Automotive

Sept 2018 - Present

Hullavington, UK

- Led the Dyson Automotive Retail (physical & digital) and Service infrastructure strategy.
- Managed an Infrastructure Building Investment budget of over £1bn over 10 year period.
- Led and developed a team of 2 direct reports.

Senior Commercial Manager - Personal Care

May 2018 - Aug 2018

Cologne, Germany

- Launched Dyson Airwrap™; after the first 3 months, Germany became the 4th largest market.
- Grew category sales volume +230% from 2017 to 2018.
- Led and developed a team of 2 direct reports.

Commercial Manager - Personal Care

Jun 2017 - Apr 2018

Cologne, Germany

- Halved our marketing investment whilst more than doubling (+126%) sales from 2016 to 2017.
- Launched the new Dyson Supersonic Professional™ edition, selling over 1000 units at Top Hair.
- Led and developed a team of 2 direct reports.

Consumer Retail Operations Manager

Jun 2016 - May 2017

Chicago, US

- Used data and insight to select the top 743 doors nationally to focus investment in.
- Rolled out new tools, reports and ways of working as part of a sales-out transformation.
- Led a team of 2 reports and 6 consultants.

Retail Strategy & Go to Market Manager

Sep 2015 - May 2016

Malmesbury, UK

- Developed a market budget calculator, global retail estate tracker and 5 year team roadmap.
- Partnered with Middle East & Africa, Benelux, Nordics and Ireland markets to roll-out Dyson retail.
- Secured the largest order of Dyson shop-in-shops, decreasing production costs by 50%.

SAMSUNG

Retail & Go to Market Innovation Intern

Aug 2013 - Jun 2014

Chertsey, UK

- Worked with Business Intelligence, Key Account Management, E-commerce and Channel teams.
- Improved www.expert.ie for Samsung tablets, increasing category popularity onsite from 11th to 2nd.