

Anya Rasaiah

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PROFILE:

A passionate, driven and positive leader, with experience leading 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
The Fundamentals of Digital Marketing, Google Certification



Senior Key Account Manager

📅 Apr 2021 - Present 📍 Malmesbury, UK

- Leading the Premium Retail channel for Dyson GB.
- Leading and developing a team of 2 direct reports.

Key Account Manager

📅 Jan 2020 - Mar 2021 📍 Malmesbury, UK

- Led the John Lewis and Euronics accounts for Dyson GB.
- Grew the JLP business above Joint Business Plan targets in 2020/21.
- Led and developed a team of 2 direct reports.

Senior Commercial Manager - Automotive

📅 Sep 2018 - Dec 2019 📍 Hullavington, UK

- Led the Dyson Automotive Retail and Service infrastructure strategy.
- Responsible for a £1bn infrastructure building budget across a 10 year period.
- Led and developed a team of 2 direct reports.

Senior Commercial Manager - Personal Care

📅 Jun 2017 - Aug 2018 📍 Cologne, Germany

- Launched Dyson Airwrap™; after 3 months Germany became the 4th largest market.
- Halved spend whilst growing sales +126% year over year in 2017, then +230% in 2018.
- 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 global retail estate tracker and 5 year team roadmap.
- Partnered with Middle East, Benelux, Nordics and Ireland markets.
- Secured the largest order of Dyson shop-in-shops in 2016, decreasing costs by 50%.



Retail & Go to Market Innovation Intern

📅 Aug 2013 - Jun 2014 📍 Chertsey, UK

- Worked with BI, Key Account Management, E-commerce and Channel teams.
- Improved the category popularity of Samsung tablets from 11th to 2nd on www.expert.ie.