

EUGENE FISHER

Transformation & Innovation Leadership

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Senior strategy consultant with 17 years of experience in identifying and managing transformation initiatives. Has established teams delivering £10m+ in financial benefit, built products generating up to £450m per year, and developed transformation strategies for companies with annual revenues of £1b - £60b. Blends commercial rigour and innovative thinking to identify and lead growth initiatives. Diverse background includes retail, travel and banking verticals across consulting, start-up, mid-cap and Fortune 50 environments. Recognised for thriving in ambiguity, a diplomatic approach to stakeholder management, and a bias for action.

SELECT ACHIEVEMENTS

- **River Island** | Managed a portfolio of transformation initiatives driving £20m+ annual benefit
- **Target** | Developed the first omnichannel transformation roadmap with a team of 75 leaders
- **Advocate Interactive** | Co-founded start-up, raised £150k, and launched product with £100k sales
- **Sun Country Airlines** | Built a portfolio of travel products generating £45m in annual revenue
- **UK Tier 1 Exceptional Talent (Technology) Visa** | Beneficiary of a prestigious UK immigration route awarded to 200 best-in-class leaders annually

AREAS OF EXPERTISE

- Transformation Strategy
- Innovation Leadership
- Project / Programme Management
- Product Management
- Stakeholder Management
- Business Architecture
- C-Level Advisory
- Workshop Facilitation
- Business Design & Design Thinking

EXPERIENCE

eb4 Consulting – London, UK; September 2016 – Present

Boutique consulting agency focused on strategy development and championing London's digital ecosystem.

Management Consultant

Founded agency to consult on a range of strategy initiatives generated through community building efforts in the London technology ecosystem.

- Hired as an Entrepreneur in Residence at Kingston University to support emerging businesses
- Led the UK's largest retail technology networking group with 850 members
- Built network partnerships with Facebook, IBM, Farfetch and the UK Dept. of International Trade
- Gave two keynote presentations on transformation strategy at Google's Tel Aviv office

River Island – London, UK; May 2017 – September 2019

Quintessential high street brand with 300 stores in 15 countries and a worldwide digital presence.

Lead Innovation Consultant

Recruited to lead a diverse set of initiatives supporting the retailer's technology transformation including supporting new ventures, building product teams, and developing innovation capabilities.

- Partnered with executive leadership to develop retailer's first enterprise-wide strategy
- Supported new venture strategy including a new retail category and a stand-alone retail brand
- Built proof-of-concept practice generating £12m+ from tests that warranted full deployment
- Led formation of advanced data insights team with estimated £10m+ annual business value

Target – Minneapolis, MN; July 2012 – August 2016

General merchandise retailer with £60b in revenue from 1,800 stores in the US and global digital platforms.

Senior Strategy Consultant, Office of the CIO; June 2015 – August 2016

One of 15 senior strategists selected to consult on projects needing thought leadership for teams across Target's technology department of 5,000 employees.

- Consulted on cart-free and register-free capabilities for a Store of the Future prototype location
- Established Target's first strategy and product approach for Artificial Intelligence
- Won Partner Award for leading new venture initiatives beyond scope of role

Senior Business Analyst, Venture Development; August 2013 – June 2015

Co-founded Integration Management Office used to lead the integration of acquired ecommerce brands and technology providers, and served as a strategy consultant to four new ventures.

- Managed integration of two acquired ecommerce brands into a unified £75m venture
- Managed roll-out of acquired company's mobile phone activation service earning £450m annually
- Partnered with company leaders to use design methods for product and business model strategy

Senior Business Analyst, Omnichannel Strategy; July 2012 – August 2013

Recruited to support development of a transformation strategy and the supporting initiatives that unified the retailer's separate physical and digital operations.

- Led team of 75 to develop retailer's first omnichannel strategy and £1.2b roadmap
- Led team of 30 to build business capability framework used to guide project prioritisation
- Partnered with 20 technology leaders to improve corporate culture and support for innovation

Advocate Interactive – Minneapolis, MN; January 2011 – July 2012

Start-up that built digital organising tools for non-profits and political campaigns.

Co-Founder & CEO

Capitalised on the trends of social media and online political advocacy by co-founding and leading a start-up providing digital campaign tools for nonprofits and political campaigns.

- Developed business plan, secured £150k in angel investment, and built a nine-person team
- Identified product opportunity and managed product development
- Launched product and generated a in a six-figure sales pipeline with national non-profits

eb4 Consulting – London, UK; August 2009 – December 2010

Boutique consulting agency focused on business design and product development.

Owner & Principal

Founded agency to continue to deliver strategy and technology projects for a previous employer, and expanded the agency to support new local and international clients.

- Built white-label Facebook marketing application and licensed the product to three clients
- Completed over 20 contracts spanning strategy, e-marketing and technology development
- Developed strategy and plan for a £7.5b bank to create product offerings targeting millennials

Sun Country Airlines – Mendota Heights, MN; May 2002 – August 2009

Regional airline serving over 30 destinations North America with £200m annual revenue.

eCommerce Product Owner; April 2006 – August 2009

Established airline's product ownership function and managed all digital platforms, growing digital share of sales from 30% to 50% through identifying and building new products and services.

- Owned development of ancillary revenue products that generated up to £4.5m/year each
- Managed development of loyalty product that generated £35m/year from 200k members
- Managed implementation of ecommerce website responsible for £100m/year in revenue

Marketing Coordinator; May 2002 – March 2006

Supported initiatives to re-brand the airline after its acquisition by a venture capital firm.

- Project managed £4.5m advertising campaign that raised revenue nearly 10% within four months
- Built brand partnerships with Coca-Cola, Hertz, Expedia and others worth £1m/year combined

EDUCATION

Corporate Entrepreneurship Certificate: University of Maryland (to be completed in June 2020)

Mini Master of Business Administration: Opus College of Business (2017)

Leading Innovation Certificate: Stanford University Center for Professional Development (2016)

MSc, IT & Strategic Innovation: Kingston University (2011)

BA, Marketing Management: University of St. Thomas (2005)