

Jose Luis Rosa Soler

Retail & Commercial Operations Leader

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Professional Summary

Retail and commercial operator with six years in London fashion retail and, since 2017, a franchised brand of his own in Spain. As Store Director for Björn Borg in England, led business planning across budgets, recruitment, product buying and promotions, opened new stores and developed teams in stores and concessions from Glasgow to Southampton. At Abercrombie & Fitch, rose from the operations team to Assistant Store Manager. Founded Yoyland, an ice-cream parlour brand, and expanded it through the sale of eight franchises.

Core focus: Multi-site retail, franchise growth, sales and people leadership.

Experience

Founder & Owner

Yoyland, Garrucha and other locations, Spain

Jun 2017 - Present

- Founded the Yoyland brand and built an owner-operated chain of ice-cream parlours in Spain.
- Developed the concept into a franchise proposition and sold eight franchises of the brand.
- Responsible for the business as a whole: brand, sales, operations and expansion.

Instagram: @yoyland.spain

Store Director, England

Björn Borg AB, London, United Kingdom

Feb 2015 - Mar 2017

- Directed the brand's stores business in England, including the planning and opening of new locations.
- Planned business strategy across budgets, recruitment and hiring, planning, product buying, positioning and promotions.
- Led training and development of staff across the brand's stores and concessions, from Glasgow to Southampton.
- Oversaw marketing strategy in store, online and through partner businesses.
- Set up corporate agreements with other companies for mutually beneficial cross-promotions.

Assistant Store Manager

Björn Borg AB, London, United Kingdom

Sep 2013 - Feb 2015

- Promoted to Store Director, England, in February 2015.

Assistant Store Manager

Abercrombie & Fitch, London, United Kingdom

Mar 2011 - [end date to confirm]

- Progressed from the operations team to Assistant Store Manager, earning four salary promotions.
- Assessed all 120 employees individually to place each one in the role where they performed best.
- Trained teams in selling and customer service and ran store opening and closing.
- Delivered the morning and afternoon sales briefings and took part in management meetings on sales.
- Resolved difficult customer situations, securing the best outcome for the business within company policy.

Additional Experience

Host & Model

Style Incorporated, London, United Kingdom | Nov 2011 - Nov 2015

Fashion and luxury events for Rolls-Royce, Miu Miu, Gucci, Ralph Lauren and Tommy Hilfiger, including the BAFTAs and private celebrations for Tommy Hilfiger and Stella McCartney.

Reception Department Leader

Petchey Leisure, Vera Beach Club, Vera, Spain | Summer 2010

Led the reception intern team and managed weekly guest check-in and check-out.

Rescue Leader

PSS, Vera, Spain | Summer 2009

Responsible for the safety of tourists across the resort and the beaches of Vera.

Restaurant Team

Petchey Leisure, Vera Beach Club, Vera, Spain | Summers 2007 and 2008

Customer service and sales of the hotel's products.

Property Sales & Lettings

COPROVAYE, Garrucha, Spain | Family business

Sold and let homes from the family company's developments, prepared client quotes and resolved client issues.

Education

Degree in Business and Enterprise Management

London South Bank University and Westminster Kingsway College, United Kingdom | Sep 2012 - Jun 2015

Bachillerato (Spanish upper-secondary diploma), Social Sciences

Vera, Spain | 2006

Skills

Operations: Retail operations, Multi-site management, New store openings, Budgeting and business planning

Commercial: Franchise development, Business development, Product buying and positioning, Marketing and partnerships

People and customer: People leadership, Recruitment and training, Sales coaching, Customer experience

Tools: Microsoft Excel, PowerPoint and Word

Languages

Spanish: Native

English: Full professional proficiency

French: Intermediate, conversational