



Jose Luis Rosa Soler

Retail & Commercial Operations Leader

Multi-site retail, franchise growth, sales and people leadership

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Languages

Spanish

Native

English

Full professional proficiency

French

Intermediate, conversational

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.

8

England

Franchises sold under Yoyland, the brand he founded in 2017

Store Director scope at Björn Borg, 2015 to 2017

UK and Spain

Career built between London and Spain

Experience

Jun 2017 – Present

Garrucha and other locations, Spain

Yoyland Ice-cream parlour brand

Founder & Owner

- 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

Sep 2013 – Mar 2017

London, United Kingdom

Björn Borg Swedish sportswear and underwear brand

Store Director, England Feb 2015 – Mar 2017

Assistant Store Manager Sep 2013 – Feb 2015

- 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.

Mar 2011 – [end date to confirm]
London, United Kingdom

Abercrombie & Fitch American fashion retailer

Assistant Store Manager

- 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.

Selected earlier experience

Nov 2011 – Nov 2015	Style Incorporated, Host & Model London, United Kingdom 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.
Summer 2010	Petchey Leisure, Vera Beach Club, Reception Department Leader Vera, Spain Led the reception intern team and managed weekly guest check-in and check-out.
Summer 2009	PSS, Rescue Leader Vera, Spain Responsible for the safety of tourists across the resort and the beaches of Vera.
Summers 2007 and 2008	Petchey Leisure, Vera Beach Club, Restaurant Team Vera, Spain Customer service and sales of the hotel's products.
Family business	COPROVAYE, Property Sales & Lettings Garrucha, Spain Sold and let homes from the family company's developments, prepared client quotes and resolved client issues.

Expertise

Operations	Commercial	People and customer
Retail operations	Franchise development	People leadership
Multi-site management	Business development	Recruitment and training
New store openings	Product buying and positioning	Sales coaching
Budgeting and business planning	Marketing and partnerships	Customer experience
Tools Microsoft Excel, PowerPoint and Word		

Education

Sep 2012 – Jun 2015	Business and Enterprise Management Degree, London South Bank University and Westminster Kingsway College. United Kingdom
2006	Bachillerato, Social Sciences Spanish upper-secondary diploma. Vera, Spain