

# TOP 50<sup>TM</sup>

PEOPLE IN E-COMMERCE



# 2025



Australia Post

InsideRetail

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## EDITOR'S NOTE

This year marks the 10th anniversary of the *Top 50 People in E-Commerce*, an exciting milestone for the publication and an occasion to reflect on its evolution over the past decade.

When *Inside Retail* launched the first Top 50 report in 2016, it wasn't ranked and, somewhat confusingly, actually featured 56 people. At the time, the Top 50 counted individuals from the same company as a single entry.

Over the years, we've refined our application and scoring system – no more shared rankings! – and held some memorable launch parties, each somehow better than the last.

Nearly 300 people (294 to be exact) have been included in at least one edition of the *Top 50 People in E-Commerce*, but only 15 have been named in five or more editions. One person has appeared in the Top 50 more times than anyone else – Julie Mathers, the CEO of Snuggle Hunny and founder of Flora & Fauna, who has made it into eight editions, including this one, and topped our list twice, in 2019 and 2021.

We've been proud and humbled to see the reputation of the Top 50 grow over the past decade thanks to the ongoing support of the e-commerce community and our partners. Our success is really your success, and we don't take it for granted.

As we celebrate the launch of the 2025 *Top 50 People in E-Commerce*, it feels right to take a moment to appreciate how far we've come as an industry. Just imagine what the next 10 years will bring!

*Heather*

**HEATHER MCILVAINE**

MANAGING EDITOR, FEATURES AND PREMIUM,  
INSIDE RETAIL



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In the spirit of reconciliation, Top 50 People in E-commerce acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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## FOREWORD

**A**ustralia Post is delighted to honour the Top 50 People in E-Commerce for 2025. These trailblazing individuals are at the forefront of transforming the Australian e-commerce landscape, driving innovation and setting new standards of excellence. With e-commerce now having established itself as the new normal in Australian retail, these individuals will continue to drive evolution and innovation for the benefit of the industry.

We're proud of the role we play in partnering with businesses, big and small, to deliver for e-commerce. In a year marked by volatility, the impact on supply chains and consumer confidence has made this year notable, alongside the multibillion-dollar entrants into the market revolutionising how the world shops.

After an explosive few years, growth is slowing, but still steady. In terms of penetration, we're still well below more advanced e-commerce markets such as the UK, where closer to half of all spend is online (40 per cent). This indicates that we have plenty of room to grow. More and more Australians continue to shop online, with almost 9.8 million households making an online purchase last year (up 2.3 per cent year-on-year). The trend for repeat online shopping is on the rise, showing how integrated online shopping has become in consumers' lives. Shoppers are turning to online shopping more frequently than ever, with one in six households now shopping each week.

While growth continued in 2024, households felt the pinch of increased interest rates and cost-of-living expenses. Our research indicates that although individual basket sizes were notably smaller throughout the year, around eight in 10 households made an online purchase last year, according to volumes

passing through our networks. Australians are being careful with how they spend their money, and we're seeing them manage costs and shop strategically for affordable items by opting for smaller, more frequent buys online.

This trend was solidified in the end-of-year online sales events, capping off the year with exponential growth across most categories. Like online shopping itself, they are becoming established and much-anticipated events for Aussie shoppers. Australia Post's parcel data from the Cyber Weekend (29 November – 2 December 2024) revealed a record e-commerce period, with online purchases up 7.8 per cent compared to the same time last year.

The outlook for online shopping is bright, and the agility and adaptive capabilities of the e-commerce landscape make it so exciting. This is precisely why Australia Post is thrilled to be involved with the Top 50 People in E-Commerce. The opportunity to recognise and celebrate the emergence of new retail entities and trailblazing talent is what the Top 50 is all about.

Australia Post has an important role to play in supporting the ongoing rise and growth of e-commerce. Together with *Inside Retail*, we are delighted to acknowledge the individuals who are breaking new ground and transforming the sector with innovation and entrepreneurial spirit. We extend our gratitude to *Inside Retail* for leading this important program, unique in its recognition of the individuals who are shaping our e-commerce industry.

Finally, congratulations to the Top 50 People in E-Commerce in 2025, the 'ones to watch' as we look to the future.

### GARY STARR

EXECUTIVE GENERAL MANAGER,  
PARCEL, POST AND ECOMMERCE  
AUSTRALIA POST



# JUDGES' PROFILES



**HEATHER MCILVAINE**

MANAGING EDITOR, FEATURES AND PREMIUM,  
*INSIDE RETAIL*

In addition to editing the *Top 50 People in E-Commerce*, Heather is the managing editor of features and premium content at *Inside Retail*. She has covered a wide range of topics and trends and interviewed countless founders and CEOs about their growth strategies.



**MARK BAARTSE**

E-COMMERCE AND MARKETING CONSULTANT

Mark is an independent consultant who helps digitally led companies with their growth strategies. He has worked at Showpo, Woolworths, Officeworks, Microsoft and Vodafone, and was named a Top 50 chief marketing officer in Australia in 2018 by *CMO Magazine*.



**NATHAN BUSH**

E-COMMERCE TRANSFORMATION CONSULTANT

Nathan is an independent e-commerce transformation consultant. He also hosts Australia's leading e-commerce podcast, "Add To Cart", which features over 400 episodes with Australia's best e-commerce talent. Before launching his own advisory service, Nathan led Super Retail Group's (Rebel, BCF, Super Cheap Auto) e-commerce transformation. He has also been recognised as one of Australia's Top 50 People in E-commerce for four consecutive years.



**STEPHANIE CAITE CHADWICK**

FEATURES AND PREMIUM EDITOR (FMCG & RETAIL),  
*INSIDE RETAIL*

Stephanie is an editor of features and premium content at *Inside Retail* and *Inside FMCG*. She contributes to *Inside Retail's* content for paid subscribers and is the editor of *Inside FMCG's* quarterly print magazine. As part of *Inside Retail's* and *Inside FMCG's* editorial team, Stephanie has covered numerous retail conferences, brand launches, fashion weeks, earnings reports as well as executive interviews.



**PRASAD GOKHALE**

GENERAL MANAGER, FREIGHT SERVICES,  
AUSTRALIA POST

Prasad Gokhale is an internationally accomplished leader in the ICT sector, known for managing large-scale, multinational operations. Passionate about disrupting the status quo, Prasad fosters creativity and collaboration, leading to groundbreaking strategies and best-in-class customer experiences. His expertise includes managing multibillion-dollar P&Ls, developing global partnerships, and driving business and supply-chain transformations.

## OUR JUDGES



### LYN NGUYEN

FOUNDER AND OPERATIONS SPECIALIST,  
AUVIE CONSULTANTS

Lyn strongly believes that efficient operations and logistics are integral to the success and scalability of any e-commerce brand. As the founder and operations specialist at Auvie Consultants, Lyn helps seven to eight-figure e-commerce brands achieve their goals through smart operations and logistics optimisation. Her specialty lies in finding end-to-end supply chain efficiencies, which has saved some of her clients hundreds of thousands of dollars.



### SAM SHAHEEN

GENERAL MANAGER, TECHNOLOGY – RETAIL  
BRAND & MARKETING, ENTERPRISE SERVICES,  
AUSTRALIA POST

As GM of technology for retail and digital channels, Sam is helping to align technology with Australia Post's business goals to modernise the future retail network and transform its digital channels to uplift customer experience. Sam's background includes a more than 25-year career in consulting, telecommunications and government, bringing together a wealth of technology, data, operational, and customer service expertise, underpinned by a Bachelor of Business Information Systems.



### KELLY SLESSOR

E-COMMERCE COACH AND  
DIGITAL MARKETING EXPERT

Kelly is an e-commerce coach and a digital marketing expert. As the founder and CEO of Shop You, an AI-powered personalised virtual shopping mall, she has spent 20 years building retail technology that responds to customer needs, drives conversions and increases revenue. Over the past year, she has worked with over 1000 retailers, hospitality providers and shopping centres to build their traffic, conversions and revenue.



### PAUL WADDY

E-COMMERCE COACH AND ADVISER

Paul is an adviser to some of Australia's best-known online retailers through his advisory services at Paul Waddy Ecommerce. Paul also co-founded Ecom Nation, a digital marketing agency specialising in e-commerce. Paul is a best-selling author, with his book "Shopify for Dummies" reaching the number 1 position in Amazon's retail category in 2022. In 2023, Paul launched [learnecommerce.com.au](http://learnecommerce.com.au) – an online learning platform designed to help people change their lives using e-commerce as their vehicle.



### TRAVIS WRIGHT

CHIEF PRODUCT OFFICER, ECOMMERCE EQUATION

Travis is the chief product officer at Ecommerce Equation, an education and coaching program that helps brands scale further and faster than ever before. Travis has been a leader in the Australian retail industry for the last decade. Prior to her current role she was the CEO of Tigerlily and the general manager of Esther & Co. She has been featured in the *Top 50 People in E-Commerce* five times.

## HOW WE FOUND THE TOP 50

The journey to find the 2025 Top 50 People in E-Commerce began in September 2024, when we asked *Inside Retail* readers to nominate outstanding e-commerce professionals in Australia. Eligible candidates were asked to describe their achievements from the last 12 months in three areas: commercial success, innovation, and leadership. Their applications were scored by our panel of expert judges. The final ranking was determined by each candidate's average score.

This year's list includes C-level executives with decades of leadership experience, alongside start-up founders and digital specialists with a wide range of skills, from marketing to logistics. Many of them have been in the Top 50 before. In recognition of this achievement, we've used the following symbols to identify those who keep raising the bar of online retail year after year:

- ✕ HAS BEEN IN THE TOP 50 TWO OR MORE TIMES
- ✱ HAS BEEN IN THE TOP 50 FIVE OR MORE TIMES



2025

Inside®etail

# TOP 50

PEOPLE IN E-COMMERCE

Presented by



Australia Post

# 01.



As co-owner of Oz Hair & Beauty, Guy is responsible for the business's backend operations, from the warehouse to customer service, HR and merchandising. A self-taught e-commerce leader, he has educated himself through research, on-the-job learning and meaningful conversations with industry experts, all of which have supported Oz Hair & Beauty's journey from start-up to receiving investment and now a retail rollout.

# GUY NAPPA ✕

CO-FOUNDER AND COO, OZ HAIR & BEAUTY

## THE FIXER

For some people, running a business with a sibling would be a recipe for disaster. But for Guy Nappa, who co-owns Oz Hair & Beauty with his brother Anthony Nappa, it is “genuinely fun”. And no wonder, given the fast-growing omnichannel hair-care business has gone from strength to strength since it was founded in 2013.

“My parents are hairdressers. About 13 years ago, my brother Anthony started selling all the products in their salon on eBay and it just got bigger and bigger,” Guy told *Inside Retail*. “Every few weeks, he kept putting more products on, then he started getting different brands, and then eventually he made the call to build a website and own the customer experience.”

It was around this time, in 2015, that Guy officially joined Oz Hair & Beauty as a partner. He had previously worked in the warehouse during school holidays, picking and packing orders, and he channelled his natural affinity for process and order into an operations role.

“The nickname for him is ‘growth’ and I’m ‘stability’ because we’re very different people,” Guy explained. “The first thing I did in the warehouse was put in a new system that allowed us to scale, instead of just putting more people on. That’s how our relationship as partners has developed – we don’t do things together, we do things separately so we can divide and conquer.”

### BACKING FROM INDUSTRY

#### HEAVYWEIGHTS

This investment in infrastructure paid off when Covid-19 hit, and demand for professional hair-care products suddenly went through the roof. Thanks to a new warehouse-management system and agile processes, Oz Hair & Beauty was able to keep up with the

spike in orders from customers who could no longer visit a salon.

The company’s revenue grew 68 per cent, to \$40 million, in the 12 months ended June 30, 2021, the *Australian Financial Review* reported. In October of that year, retail billionaire Brett Blundy, Accent Group CEO Daniel Agostinelli and private equity firm Edison Growth Fund invested in the business.

“Just being backed by these heavyweights gave us the confidence that we were onto something,” Guy said.

As part of the deal, the brothers took over their parents’ salon in Sydney’s Queen Victoria Building and turned it into their first store. They quickly opened several more, and today, there are 15 Oz Hair & Beauty stores in New South Wales. They plan to have 50 stores by the end of 2026 and see a pathway to having 100 stores eventually.

“We feel the stores give us more brand awareness. It’s essentially a billboard in that location,” Guy said.

He led the launch of digital pricing labels in stores in 2024 and aims to roll out more integrations between online and offline in the year ahead. Oz Hair & Beauty offers virtual beauty consultations and has over 1 million product reviews on its website, which customers can look up via QR code in-store.

Its key point of difference, Guy argued, is the education and expert advice it offers customers. The entire customer service team is ex-hairdressers and beauty therapists.

“The data says that maybe 3 per cent of hair care is professional hair care,” Guy said. The rest of the market is mass-market brands primarily sold in grocery stores. “I think it’s long overdue that professional hair care gets this time in the light and we’re giving that to customers and giving them more options,” he added.

The company’s current growth rate is 30 per cent year on year.

### FIXING THE 1 PER CENT PROBLEMS

While Oz Hair & Beauty has changed a lot over the last decade – it now has more than 250 employees and a booming private label brand – Guy sees his role as unchanged: “Operations is just trying to make things faster, better, cheaper or improve the customer experience,” he said.

This suits Mr Stability perfectly: “When you’re running 100 miles an hour, you can’t see where the issues are and everyone’s stressed, because everyone’s so busy. But when you make a change and you see an impact, that’s a reward. You almost get addicted to fixing those 1 per cent problems because they have such a large impact on the business.”

### JUDGE’S COMMENT

“Guy’s successful execution of extensive store expansions and transformative omnichannel strategies underscores his role as a leading force in achieving substantial growth and innovation, solidifying his status among Australia’s top hair and beauty e-commerce leaders.”

– Sam Shaheen

# ARGYLICA CONDITSIS✕

FOUNDER AND DIRECTOR, BABYBOO

## THE GROWTH DRIVER

**Inside Retail:** Fashion is a notoriously fickle industry, but you continue to drive incredible growth at Babyboo. How do you design products that consistently sell out and ensure your brand retains that X factor more than 10 years after launching?

**Argylica Conditsis:** Ultimately, our ability to consistently sell out products and maintain Babyboo's magic lies in listening to our customers, taking calculated risks, and staying true to our brand's essence while continually pushing boundaries.

- **Deep audience understanding:** Develop detailed customer personas, focusing on their lifestyles, values and aspirations.
- **Strong and unique brand identity:** Your brand should stand for something bigger than the product – values, lifestyle or a mission.
- **Cultivate scarcity and hype:** Create buzz by offering limited-edition products or small-batch production.
- **Quality product:** Products must deliver on their promises. Exceptional quality creates trust and repeat customers.
- **Build a loyal community:** Create opportunities for customers to interact with your brand through events, social media, or user-generated content.
- **Leverage data and analytics:** Use customer behaviour data to personalise product recommendations and marketing.
- **Exceptional marketing and PR:** Craft campaigns that resonate emotionally and highlight the product's unique value.

**IR:** International expansion was a major area of focus for you in 2024, and the US and UK are now your biggest markets. What's the most challenging aspect of international expansion, and what's been the most surprising insight?

**AC:** Expanding into global markets is essential for scaling an online business. However, success requires more than just shipping products internationally; it's about tailoring the brand experience to resonate with local audiences. Understanding cultural nuances, optimising marketing strategies for different regions, and providing localised customer support is vital. Additionally, ensuring fast and reliable logistics, like offering local warehousing and region-specific payment options, can enhance the shopping experience and drive growth in new markets.

**IR:** What was your proudest accomplishment in 2024, and why?

**AC:** 2024 was a massive year for us as a brand; however, my proudest accomplishment in 2024 was expanding our amazing team to 85 people. Building a strong, passionate and talented team has been a cornerstone of our success, and seeing our company culture thrive as we expanded was incredibly rewarding. Every person on our team brings unique skills and energy, and together, we've created an environment that fosters creativity, collaboration and innovation.

This growth not only allowed us to scale our operations and launch new initiatives but also reinforced the importance of investing in people who align with our vision. I'm proud of the culture we've built – a team that feels like a family and is genuinely excited about our mission. That, to me, is the foundation of long-term success.

**IR:** What do you think will be the key to growing online in the years ahead?

**AC:** Authenticity, international expansion and the following:

- **Focusing on customer experience:** Customer is king, everything we do is focused on what the customer wants, brands that put the customer at the heart of every business decision will continue to succeed.

Focusing on customer experience means building every aspect of your business – from product development to after-sales service – around what the customer wants and needs. By consistently delivering value, delight, and personalised experiences, you can create a loyal customer base that drives long-term success.

It's not enough just to meet the customers' needs anymore, brands that create a memorable experience that meets and exceeds the customer's expectations will continue to see growth in the ever-expanding industry of e-commerce.

In today's competitive landscape, exceptional customer experience (CX) is a key differentiator that drives loyalty, advocacy and growth.

The key to growing online in the years ahead will be staying agile, data-driven and customer-centric. Brands that prioritise seamless experiences, authenticity, and innovation will be best positioned to thrive in the evolving digital landscape.

- **Data-driven decision-making:** With rapidly changing consumer behaviours, relying on gut instincts is no longer enough.
- **Community building and engagement:** Loyal customers who feel connected to a brand are more likely to advocate for it and make repeat purchases.
- **Leveraging emerging technologies:** AI is redefining how customers interact with brands online, creating more immersive and engaging experiences.

**IR:** What is the best piece of business advice you've ever received?

**AC:** "Focus on solving a real problem for your customers, and the success of the business will follow."

Instead of chasing revenue or growth, focus on delivering value. When the customers win, the business wins, too.

### JUDGE'S COMMENT

"Argylica's leadership has propelled Babyboo to extraordinary heights, redefining creative boundaries, mastering social media with 6 million-plus followers, and fostering a vibrant, engaged community. As a key visionary behind Babyboo's growth, she's not only driven innovation in product quality and customer experience but also empowered her team through initiatives like the Emerging Leaders Program and diversity-focused campaigns."

— Travis Wright



Argylica launched Babyboo while working as a casual at Pizza Hut when she was just 17 years old. With zero business knowledge, she has grown the brand into an award-winning e-commerce business with two offices and 85 employees globally, 6 million social media followers and 1 million customers.

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# 03.

Nicola is a digital veteran with extensive global experience working across omnichannel retail, customer experience, marketing and technology. She enjoys a challenge and excels in leading strategic, large-scale transformations and turnarounds. A classic intrapreneur, she drives change by building a culture of innovation and improvement paired with technology to deliver exceptional commercial and customer outcomes.



# NICOLA CLEMENT\*

FORMER CXO, ADORE BEAUTY

## THE TRANSFORMATION SPECIALIST

**W**hen Nicola Clement first started working in e-commerce in 2009 – launching Quiksilver’s online shopping site for the Apac region – it was at a point when Australian retailers were transitioning from custom-built websites to enterprise-level platforms. Back then, the job was a lot more manual, but in some ways, it was also a lot more manageable.

“I really miss the good old days of some of that technology. If I could have Magento back in its original format, I would in a heartbeat,” she told *Inside Retail*. “It was much easier and quicker to update a conflict. You didn’t need developers, you didn’t need data scientists. You basically had everything you needed to run the website between that, your social media channels, email platform and Google Analytics.”

Speaking at a conference recently, Nicola jokingly referred to herself as an “e-commerce Boomer”. She was at Quiksilver when the brand made its first sale to SurfStitch – for \$1 million – and in a later role at Kathmandu, she was part of Australia’s inaugural Click Frenzy in 2012.

“We were seeing all these complaints on Twitter of websites going down left, right and centre, and we were still up, so we were live tweeting, ‘We’re up,’” she recalled. “We just had a phenomenal night and we made the news for being one of the top performers.”

Following stints at Quiksilver and Kathmandu, which she took from \$3.5 million to \$14 million in online sales in two years, Nicola moved to Forever New.

“We launched the New Zealand website, launched all of the digital marketing channels and had 100 per cent year-on-year growth over the two years that I was there,” she said. “That

was really boom time and every channel you could turn on and just run with.”

She was earning a reputation for successful website replatformings, but to reach the next rung in the career ladder, she had to go outside the retail industry and join Jetstar.

“I pitched in the interview process that they needed to be less like an airline and more like a retailer,” she said.

“We used to sell 20-odd products, so we broke all of those products up into components and created a full personalisation journey all the way through to the day that you actually flew. We decided which was the best place to offer you the right product, depending on your city pair [departure and arrival locations], how many people you were traveling with, how many days you were going, what other people like you had done. We also did this through the chatbot, through the call centre, through the devices at the airport...It was so well stitched together.”

### SCALE AND STRUCTURE

After Jetstar, Nicola returned to retail, landing senior e-commerce and omnichannel leadership roles, first at Smiggle, then at Myer, where she was responsible for digital strategy and connecting the end-to-end customer experience across all channels.

Leading a team of 75 people, and tapping into the business transformation skills she had acquired at Jetstar, she grew the company’s online sales from about \$250 million when she started, in 2019, to over \$800 million by the time she left in 2022, to pursue her MBA at Oxford University.

Nicola had dreamed of getting her MBA for many years, but when she got to Oxford, she realised that she already knew much of what was covered in the program.

“What it gave me more than anything was

the tools to be able to communicate those things in a way that a CFO or a board would better understand,” she said.

While she was studying, Nicola began working nearly full-time for Adore Beauty, but thanks to a flexible working policy and strict timetable, she was able to balance both commitments.

“When I was in the UK, I would get up, do two to three hours of work, go for a run, have a shower, go to university and keep on top of my email,” she said. “I actually don’t like that much structure, but I knew that I needed it to survive.”

She had been hired at Adore as a transformation consultant and later became its chief experience officer. She introduced agile processes and design thinking workshops, ensured the team was all working in the same direction and developed their skills; for instance, how to run an enterprise-level request for proposal (RFP) process.

“It’s not overly sexy, but when you go back to basics and lay them in over and over again, you actually really start to see the rewards, and specifically, Adore’s ability to turn around from a profit perspective during that time was really encouraging,” she said.

Nicola finished up at Adore in December 2024 and is currently consulting while she seeks her next role.

### JUDGE’S COMMENT

“A transformative leader who has revolutionised Adore Beauty’s digital experience while fostering industry-wide knowledge sharing.”

– Kelly Slessor

# KIM ZORN ✕

GLOBAL PERFORMANCE DIRECTOR, PRINCESS POLLY

## THE PERFORMANCE POWERHOUSE

**Inside Retail:** Over the past eight years at Princess Polly, you've built the brand's performance department from the ground up, and gone from a team of one (yourself) to 19 across Australia and the US. What have been your biggest lessons along the way?

**Kim Zorn:** In terms of team building, I could talk so much about my journey of building a team, mistakes I have made and learned from and milestones we celebrated. I think building a team and putting the right structure in place is the most critical part of setting a business up for success and scaling. Someone once told me that a diverse team with individual strengths will get the answer in the room and inclusiveness will get the answer on the table. And I live by that. I am incredibly lucky to have built an amazing team with extremely talented people – all with their individual strengths and knowledge.

In terms of performance marketing, a diversified channel mix and testing and trialling of new channels early will set you up for success in the long run.

**IR: The e-commerce landscape has changed dramatically in the last decade. What does a successful performance marketing strategy look like today?**

**KZ:** I personally am a big believer in two things: a diversified channel mix and a test-and-trial mentality.

When I joined the team, we were investing in four major channels. It worked well for us but it also made things difficult if a channel has performance challenges. We now have over 25 active channels. Performance marketing moves so quickly, so this allows us to be agile and move with whatever platforms' ups and downs get thrown at us.

For test-and-trial, you need to invest in and test new platforms early. We tested platforms that didn't work for us and also trialled channels that are now key revenue drivers. The earlier you figure out channels, the more competitive advantages you will have.

**IR: You've been described as the most knowledgeable person in Australia about TikTok Shop. While TikTok Shop is currently available only in the US, UK and Southeast Asia, what advice would you give to Australian retailers to make the most of the social commerce platform when it eventually launches in Australia?**

**KZ:** That is actually so nice to hear. Social commerce will change the way businesses operate. We launched on TikTok Shop in the US over 10 months ago and it took off way quicker than we anticipated. Some key recommendations are:

- Launch with all of your products. Best-selling TikTok Shop products are not necessarily your top business products. Through various tools, new products can be picked up so fast and gain traction extremely quickly.
- Be open to tapping into new audiences and ready to do it. We worked with amazing new creators through the open collaboration tool, discovered new audiences and produced a huge amount of collabs in a short period of time with minimal lift. We are lucky to have an incredible in-house PR team but this will be great for brands that don't have a huge PR team.
- But the number one tip for Australian retailers is: run with it! It won't be perfect from the start, you won't have it all figured out but it will 100 per cent be worth it.

**IR: What are your top business priorities in the year ahead?**

**KZ:** New customer acquisition, global expansion, app growth and social commerce.

**IR: What was the single most impactful initiative you undertook in the last 12 months, and why?**

**KZ:** It has to be launching on TikTok Shop. It brought in a huge amount of new customers and turned out to be a new, incredible revenue stream for us.

**IR: You've spoken about the importance of being a transparent leader. How do you practise this on a day-to-day basis? Can you give any specific examples?**

**KZ:** I think true leadership is built on trust, and trust is born from transparency. I'm always open to feedback – both giving and receiving it. My team knows that we celebrate our wins and learn from our mistakes. Transparency in leadership is the key that unlocks collaboration, trust and progress. As an initiative, I implemented shadow days within my department. This means the people in my team can request to shadow each other to gain a unique insight into each other's work life and channels, to promote cross-department learning. As part of this, I also opened up my calendar to be shadowed for a day in my work life. This way, my team can see what I am working on and what my day looks like and can ask questions about anything.

**IR: Where do you see yourself in five years?**

**KZ:** Five years from now, I will probably still be trying to find the perfect attribution model while also still figuring out what's for dinner every night.

### JUDGE'S COMMENT

“Pushing the boundaries of performance and growth, Kim has achieved remarkable results while elevating those around her. Her willingness to share knowledge freely, both within and beyond the organisation, amplifies her impact and sets a standard for leadership.”

– Mark Baartse





Originally from Germany, Kim came to Australia on a working holiday in 2017. She joined Princess Polly as a digital co-ordinator in December 2018 and now oversees a global team of 19 performance marketers and more than 20 organic and paid media channels across five key markets.

04.

# 05.



A professional nomad who's worked across several successful tech start-ups, Matthew describes himself as an accidental digital native. Escaping life as a corporate lawyer, he joined the early leadership teams at The Iconic and Uber Australia. Now at Country Road Group, he is one of the key leaders driving the company's digital and technological transformation efforts.

# MATTHEW HORN ✕

GROUP GM, CUSTOMER AND DIGITAL, COUNTRY ROAD GROUP

## THE CULTURE CHAMPION

**F**or Matthew Horn, the hardest part of navigating the bear market in 2024 was not hitting targets or managing the intense pressure on unit economics, as some people might assume.

“I think the real challenge was morale,” the group general manager of customer and digital at Country Road Group told *Inside Retail*. Country Road Group owns the omnichannel fashion and accessories brands Country Road, Witchery, Politix, Mimco and Trenery.

“Even for the most seasoned retailer, to read those weekly or daily reports and be greeted with a sea of red could be demoralising. But what I really worried about was the impact on the broader team. Having the energy to go the extra mile – it mattered more than ever.”

Last year, Matthew spent a lot of time thinking about his own energy and made a conscious decision to shift his interactions with team members from being task-oriented to more people-oriented.

“I tried to ask myself not, ‘What do I need from this person in this conversation’, or, ‘What do we need to get done?’ But rather, ‘How do I want this person to feel by the end of that conversation?’” Matthew explained.

He also focused on his wellbeing because, as he said, “When you feel like the best version of yourself, then you can be well-positioned to bring out the best version of others and you can lift people’s spirits in a really authentic way.”

### EMBEDDING A GROWTH MINDSET

At the same time, of course, Matthew was still looking to grow Country Road Group’s digital business.

“Even in times of economic decline, there is growth to be had,” he said.

It just requires a scrappier approach built around small wins and experimentation, rather than marquee initiatives and investment. For example, his team re-designed Country Road’s product description page, leading to a 1.5 per cent increase in the average order value,

2.5 per cent increase in the conversion rate and 5 per cent increase in revenue.

“It looks like an aesthetic refresh, but it was actually a comprehensive data-led redesign driven forward by experimentation,” he said. “We know the uplift on the successful variation was in the millions.”

Another project involved testing the ideal day to send a customer a message about their complimentary birthday rewards: four, seven or 17 days before their birthday.

“Sometimes it’s difficult to get the team energised about this stuff, but that test had a multimillion-dollar impact in terms of the successful variant. We changed the CRM journey design based on that,” he said.

These initiatives speak to the cultural values Matthew has embedded at Country Road Group based on his previous experiences working for high-growth companies like Uber and The Iconic.

He credits three principles in particular for the team’s success last year: focusing on “input metrics”, or metrics that the team can fully or partially influence; having a robust culture of experimentation and “giving it a go”; and measuring everything.

“The team is constantly thinking about the impact they’re having individually, as small or as big as it might be, and tailoring their priorities appropriately to maximise that,” he said.

### NOTHING TO LOSE

Beyond the CX optimisations, Matthew’s proudest accomplishment in 2024 was the leading the reorganisation of his team as part of a wider transformation at Country Road Group.

“It wouldn’t be an exaggeration to say that it’s perhaps the single most significant thing I will have done in this chapter of my career,” he said.

Some might be surprised to hear this, given the tough year the company. But in some ways, this made the case for change even easier.

“When it came to my team, I really took the mandate of genuine transformation that our CEO gave us and ran with it,” Matthew said.

Rather than organising each functional area around expertise or platform, the digital team is now organised around customer outcomes and different parts of the path to purchase.

“It’s a big shift and in areas like digital marketing, it’s genuinely novel. Only a couple of pureplays locally are operating in a similar way,” he said.

In addition to better positioning Country Road Group to chase its strategic goals in e-commerce and digital, Matthew believes the transformation will give individual team members greater ownership over their portion of the customer lifecycle or path to purchase.

“Ownership can be daunting, but it’s also the backbone of job satisfaction, and that’s what matters most, a team that feels engaged and empowered,” he said.

While it’s still early days, he said, he can sense a new energy in the building. Landing the change is his top priority for the year ahead.

### JUDGE’S COMMENT

“Matthew drove significant improvements in technical performance and conversion rates at Country Road, while championing organisational restructuring and diversity initiatives, showcasing a strong commitment to innovation and inclusive leadership.”

– Sam Shaheen

# WILLIAM CONDITSIS ✕

CO-OWNER AND MANAGING DIRECTOR, BABYBOO

## THE OPTIMISTIC REALIST

**Inside Retail:** You joined your sister Argylica's e-commerce business, Babyboo, as a co-owner at just 17 years old, and you later dropped out of university to work there full-time. How has your role in the company evolved since then?

**William Conditsis:** Joining my sister Argylica's e-commerce business, Babyboo, as a co-owner at just 17 marked the beginning of a transformative journey. Over the past 13 years, my role has evolved significantly. I have transitioned from an all-rounder to my current position as creative and brand director.

In the initial six years, I was deeply involved in every facet of the business, learning through hands-on experience:

- **Operations:** Managed logistics and warehousing, often relying on memory for inventory.
- **E-commerce:** Handled photography, editing and website uploads.
- **Content creation:** Created and managed social media content.
- **Customer service:** Addressed enquiries and delivered parcels.
- **Team building:** Recruited and established processes for a growing team.

In the past five years, my focus has shifted to strategic oversight and leadership. I have built and led our senior leadership team, whilst concentrating on:

- **Strategic direction:** Shaping the brand's vision.
- **Creative leadership:** Overseeing campaigns and ensuring brand DNA remains.
- **Mentorship:** Guiding teams to uphold Babyboo's high standards and plan for long-term growth.

This journey has provided me with invaluable insights and hands-on experiences, transforming the business from start-up through all the business phases, reflecting a relentless passion for e-commerce, Babyboo and brand that could fill a book.

**IR:** Babyboo prides itself on being both high-growth and profitable. How do you achieve this?

**WC:** At Babyboo, our growth is rooted in understanding our customer and maintaining a disciplined, strategic approach. We know deeply what resonates with her, allowing us to stay focused and avoid distractions or trends that don't align with our brand. If others are doing it, we consciously take a different path, ensuring our strategy is unique and true to our vision and DNA.

Our growth is intentional and well managed, balancing creativity with data-driven insights. In the past year, our achievements reflect this commitment:

- Built a senior leadership team of eight and grew to 85 team members.
- Reached 1 million-plus customers, 3 million Instagram followers, and 1 million TikTok followers.
- Won eight prestigious industry awards.
- Launched 13 collections and 400 exclusive products.
- Expanded operations with a new HQ in Sydney and tripled our warehouse space.
- Collaborated with over 2000 influencers and bloggers worldwide.

Through strategic thinking, collaboration, and customer-centricity, we've positioned ourselves as a leader in the e-commerce fashion space, adored by customers globally.

**IR:** You played an important role in repositioning the brand from fast-fashion to premium and exclusive, which has helped elevate Babyboo's global appeal. What was the thinking behind this shift, and how did you go about it?

**WC:** The decision to position Babyboo as a premium and exclusive brand stemmed from our commitment to quality and craftsmanship. Each garment is meticulously designed and developed over six months at our Sydney HQ, using high-quality fabrics and techniques. Our team dedicates time and effort to ensure that every piece meets the highest standards.

Operating exclusively online presents challenges, as customers cannot physically assess our garment quality. Compounding this issue, fast-fashion brands often imitate our designs, aesthetics, and marketing strategies, and try to position themselves as premium also, but fail to

deliver the same quality, leading to consumer confusion and disappointment.

To clearly differentiate Babyboo as a premium brand, we educate our customers about our dedication to quality, exclusivity and authenticity. Additionally, we encourage fast-fashion brands to embrace their own identities instead of imitating, as staying true is vital.

Moving forward, our goal is to continue innovating and establishing Babyboo as a leader in the premium fashion space, ensuring our brand stands out for its originality, quality and exclusivity.

**IR:** What is one professional skill you'd still like to develop?

**WC:** One professional skill I'm eager to develop further is the ability to set boundaries and confidently say no when necessary. As Warren Buffett wisely said, "The difference between successful people and really successful people is that really successful people say no to almost everything." While I consider myself an optimistic realist, I recognise that my inclination to say yes – sometimes beyond what is physically manageable – can stretch me too thin. Developing this skill will allow me to contribute at my best without compromising balance or quality.

### JUDGE'S COMMENT

William has created an e-commerce machine with Babyboo. He has shown how Australian brands can take their share of the international pie through constant innovation, process optimisation, and genuine customer connection."  
– Nathan Bush



William started working at his sister Argylca's e-commerce start-up Babyboo at 17 years old. Within one year, he was invited to join the business as a co-owner and dropped out of university to commit to the venture full-time. He is now responsible for scaling the brand's global operations.

06.

# 07.



Jennifer is a passionate digital tactician, analyst and team leader with almost 15 years of experience in the e-commerce and digital marketing space. Some of her key achievements include managing large digital budgets, multiple site migrations and international expansions, and training individuals in e-commerce.

# JENNIFER GILBERT ✕

HEAD OF GLOBAL E-COMMERCE, NUTRA ORGANICS

## THE NATURAL TEACHER

If you ask an industry leader what they love most about working in e-commerce, chances are they will talk about the ‘art and science’ of their job. The combination of data-driven insights into consumer behaviour and business performance, and human experience at the heart of decision-making, is endlessly fascinating for many people.

Few professionals encapsulate the art and science of e-commerce more than Jennifer Gilbert: “In a past life, I used to be a musical theatre performer,” she told *Inside Retail*. “I’m also a complete maths nerd. I skipped Grade 7 in school, and I used to create Excel spreadsheets for all my report cards.”

This may very well be the perfect training for an e-commerce manager.

“Having empathy and being able to put yourself in different people’s shoes and see what their needs are is, I think, so important – because not everyone’s going to have the same experience on a website, and we know the e-commerce funnel is not linear,” Jennifer said.

She started her online retail career between musical theatre contracts at RY, an online beauty and hair-care site.

“I was helping around with little odd jobs, admin – bits and pieces. I got an opportunity to touch so many different parts of the business, from warehouse and admin to customer service, and then I ended up transitioning out of performing and just into e-commerce,” she recalled.

Early on, Jennifer found her niche in improving RY’s customer service offering and looking at the shopping journey from the customer’s perspective. She learned how to balance CX with the company’s commercial objectives.

“I was fortunate that they trusted me with so much of the business and ended up giving me a new business that they had just acquired to manage and grow, and it really lit that fire

for driving growth and change and from a customer’s point of view,” she said.

### ‘ANOTHER TOOL IN MY TOOLBOX’

In 2017, Jennifer joined Makeup Cartel, the business behind online beauty brands Esmi Skin Minerals and Poni Cosmetics. The company was at a point in its journey when it needed a digital marketing specialist, she said, and gave her a lot of room to make decisions. In 2020, Makeup Cartel ranked 4th in the *Australian Financial Review*’s annual list of the fastest-growing companies in Australia, and by the time she left in 2021, its monthly sales had increased 10-fold.

She briefly worked at premium kids’ brand Olli Ella and then landed her current role, as head of e-commerce at online supplements and superfood brand Nutra Organics, in 2022.

“Everywhere I’ve worked just feels like another tool in my toolbox,” she said.

Over the past 12 months, Jennifer has helped drive Nutra Organics’ growth by implementing a subscription model, increasing its presence and performance on Amazon Marketplace and overseeing the launch of a new website.

She also led the brand’s international expansion into the US. While the initial trial went well, an issue with US agricultural standards meant the US website had to be temporarily turned off. Getting it back up and running is a top priority for 2025, as is improving the brand’s CX through content personalisation and being more specific about how it uses AI.

“[AI is] another buzzword everyone’s talking about,” she admitted, but she sees the opportunity in “being really specific around what has to be a human touch and what is the fastest information that we can get to you right as you ask it, right as you need it.”

### ‘A PART OF WHO I AM’

From a leadership perspective, Jennifer is a passionate manager and mentor. This comes from

her previous career in the performing arts, in which she ran a dance business and taught dance.

“Teaching just feels such a part of who I am, and I’ve definitely brought that into the e-commerce world as well,” she explained.

Within her own team, she makes sure they always know what is expected of them, how they’re delivering on that expectation and what the future looks like. She also likes to praise them publicly when they’re not around.

“It feels so much nicer because they know I’m not just saying it because they’re standing right there,” she said. “And when people feel valued, they’re always going to give better work.”

### JUDGE’S COMMENT

“Jennifer has demonstrated exceptional innovation by implementing a series of strategic 1 per cent improvements within the company. These incremental changes have collectively driven significant impact, contributing to impressive growth numbers and highlighting her ability to deliver meaningful results through thoughtful optimisation.”

– Lyn Nguyen

# TARA MCKEON

FOUNDER AND CEO, PROUD POPPY CLOTHING

## THE SELF-MADE SUCCESS

**Inside Retail:** You launched Proud Poppy as an online women's fashion boutique in 2019 while on maternity leave from your job as an emergency room nurse. Five years later, it's a \$20 million lifestyle retailer with three stores and 50 staff. What do you see as the biggest drivers of your success?

**Tara McKeon:** The biggest drivers of Proud Poppy's success stem from a combination of unwavering determination from myself and my team, genuine connection, and authenticity. From the very beginning, giving up was never an option for me. I've always been someone who has had to support myself to survive. Life hasn't been easy but I wouldn't change it because from the hardships grew my work ethic and determination. Combine this with my deep belief in the vision of Proud Poppy – creating an inclusive fashion label that empowers women to feel confident and beautiful in their own skin. We can't fail – because if we do we let all of those women whose lives we have changed down, and that just can't happen.

Building and nurturing this community has also been at the heart of our journey. Every single person who has supported Proud Poppy, from the customer who places their first order to those who champion us daily, has been deeply appreciated. I've worked hard to ensure that everyone who interacts with the brand feels valued, seen and part of something bigger. This sense of belonging has created a loyal, engaged community that has driven our growth. Proud Poppy is not just a brand; it's a movement.

**IR:** You focus a lot on providing a great customer experience. In your opinion, which features or services have the biggest impact on the online customer experience?

**TM:** One of the standout features that has the biggest impact is our private VIP Facebook page. This space allows our community to share their authentic experiences with the brand – whether

it's a dress they love or a memorable interaction they've had with us. It's like bringing our 5-star reviews to life through the voices of real people, fostering trust and connection.

Another impactful aspect is how we integrate social media into the customer journey. From live try-ons to behind-the-scenes snippets on Instagram Stories, we focus on creating a face-to-brand connection. These interactions go beyond regular customer service by helping customers see what our products look like on everyday bodies.

**IR:** As a business owner, you've spoken about the financial challenges of the past 12 months when consumer spending was down in discretionary categories like fashion. How did you navigate those challenges, and why did you choose to share them publicly?

**TM:** The past 12 months have been incredibly challenging, and for a long time, we carried ourselves on ego, keeping our heads in the sand about the problems we were facing. We knew we had an amazing brand and an incredible community, but no matter how hard we worked, we couldn't seem to get things to align. It felt like we were stuck in quicksand.

There came a point when I realised I couldn't fix everything on my own. I needed help. Reaching out to the e-commerce and retail networks, and being completely honest and transparent about our struggles, was a turning point. I quickly discovered that so many other people and brands were experiencing – or had experienced – similar challenges. The surprising part was that no one felt they could talk about it.

Authenticity and transparency are at the heart of Proud Poppy, so it made sense for me to be brave and share our story. By doing so, I hoped to create a safe space for others to do the same. I truly believe in community over competition. When we support one another – through the highs and the lows – we all grow stronger together.

**IR:** What's next for Proud Poppy in 2025?

**TM:** We are really doubling down on “bigger doesn't make better but better makes bigger”. Scaling and growth are still super important but we have seen firsthand how rapid growth can kill amazing businesses and we have used all of our nine lives. This year, we are somewhat going back to basics, focusing on connection with our community, improving the customer journey on our website and beyond, and creating those incredible moments that people will always remember for how we made them feel. Combining this with new regional stores, new product lines such as swimwear, scrubs, sleepwear and evening wear – the sky really is the limit for us, but we are doing it smart this time around. We have invested in an incredible CFO to come on board and we are learning every day about the better decisions to make so that we can make sure that Proud Poppy is here for a long time not just a good time.

### JUDGE'S COMMENT

“It's hard to believe Tara launched Proud Poppy just five years ago. The commercial impact and loyal following she has built in that time is nothing short of remarkable. Industry players take note, this is the new standard for success in Australian e-commerce.”

– Heather McIlvaine






Tara has led Proud Poppy's e-commerce success with innovation and purpose, transforming the brand from a tub of clothes into a nearly \$20 million business in just over five years. Under her leadership, Proud Poppy has expanded globally, launched bricks-and-mortar stores and cultivated a loyal, engaged community.

08.

# 09.



Starting her e-commerce career at Glassons, Airi progressed to become head of digital at True, New Zealand's biggest privately owned advertising agency, in just five years. She has worked for global brands like McDonald's, Uber, Air New Zealand and Vodafone, but fashion e-commerce is her true love. She now leads the digital, e-commerce and IT teams at Outcast Clothing, a global pureplay fashion retailer based in Australia.

# AIRI SUTHERLAND ✕

VP OF E-COMMERCE AND TECHNOLOGY, OUTCAST

## THE HIGH ACHIEVER

**W**hen Airi Sutherland was growing up in New Zealand, she dreamed of working for the International Criminal Court to fight crimes against humanity. In another world, she might have been the next Amal Clooney. Instead, she has built an impressive career in e-commerce, where she is considered a thought leader in personalisation and fraud prevention and is inspiring the next generation of talented women.

It all started with a sales job at Hallenstein Brothers, a New Zealand menswear chain, where she worked while studying at university. Never one to do things by half-measures, she won an award for salesperson of the year, flew to Auckland and was offered an e-commerce co-ordinator role at the company's sister brand, Glassons.

"I always had a bit of an interest in technology and had done a minor in IT at uni. I was planning to do that for six months, but then I just completely fell in love with e-commerce technology," Airi told *Inside Retail*. "I loved the balance of the analytics and the intuition. I've always been quite creative so I really enjoyed the design side of it, which I got to be quite heavily involved with."

At the time, Glassons, like many fashion retailers, had a very lean team. It was just starting to expand into the Australian market, and Airi was involved in building the new website.

"It was back in the day when, as an e-commerce co-ordinator, you got to wear all of the hats," she said. "I feel sad that these days you don't get to work cross-functionally, and you have to choose what you want your specialty to be quite early on."

After spending a few years in various e-commerce roles at Glassons, Airi joined True, New Zealand's biggest privately owned advertising agency, to broaden her skillset.

"Funnily enough, it was actually my mum

who said, 'You should go out and get some agency-side experience so you get that technology exposure you're not going to get in fashion retail businesses.' A lot of e-commerce sites back then were quite set-and-forget," Airi explained. "It's probably the only piece of advice from my mum I've taken seriously."

At the age of 25, she became True's head of digital, advising big international clients, including Uber and ASB, Commonwealth Bank's New Zealand arm. Looking back, she said, "I definitely did not have the experience I needed for it. I was the youngest person by far on the senior leadership team, and it was one of those sink-or-swim moments."

For the next few years, she didn't take a holiday and often worked 12-plus hours a day, but she upskilled herself quickly and got to the point where she could contribute at the level she wanted.

"One week, I was building a chatbot for Uber and I remember, the chatbot was launching at midnight, and we were still training it around 11:30pm. Those were the sorts of projects you didn't necessarily get the opportunity to do back then if you were in the fashion retail space," she said.

Similarly, when Airi moved to Australia to become McDonald's digital commerce and optimisation lead in 2018, she was able to experiment with technology she would not have had access to in most other organisations.

"Once a project was signed off, the budget wasn't an issue, the resource wasn't an issue. If you could demonstrate from an ROI perspective that this was an initiative you wanted to pursue, you could do it," she said.

It was here that Airi built McDonald's first-ever propensity model, using AI to personalise a communication and promotion strategy for each individual customer based on their online and offline transaction history. Within its first year, the model delivered over \$100 million of incremental revenue, and earned Airi the

company's annual Moving the Needle award.

"That was a really proud career moment for me," she said.

While Airi could have continued climbing the corporate ladder at McDonald's, she wasn't ready to give up a more hands-on technical role. Plus, she missed working in fashion retail, an industry she has always loved.

In 2021, she became head of digital and e-commerce for The Upside and went on to hold similar roles at Billini and Ksubi before joining women's fashion brand Outcast in June last year.

As vice-president of e-commerce and technology, she is now focused on solving complex fraud problems associated with selling online in the US and harnessing the full potential of data-driven personalisation and segmentation.

"I think as an industry we're really challenging ourselves to provide that better customer experience and use technology in a really meaningful way, to drive not just commercial outcomes but also to drive a really incredible customer experience," she said.

### JUDGE'S COMMENT

"Airi is someone who has progressed impressively in her career, gaining significant experience along the way. She's been able to amass a diverse range of skills, and has applied those skills and her experience to help build something incredible at Outcast Clothing."

— Paul Waddy

# MATTHEW MOSSE - ROBINSON\*

CEO, PERSONALISED FAVOURS

## THE OPTIMISER

**Inside Retail:** For those unfamiliar with Personalised Favours, can you briefly explain the business?

**Matthew Mosse-Robinson:** Personalised Favours is the destination for the world's best gifts. It all began in 2009 when my business partner, Melissa [Wilkinson] – also featured on this list – struggled to find meaningful and memorable gifts for her wedding guests. To fill this gap in the market, she started an eBay store, which received incredible customer response. I later joined the business, and we launched our dedicated website, Personalised Favours. While we started with a focus on weddings, our product range has since expanded to cover every special occasion, including birthdays, Father's Day, Mother's Day, christenings, and Christmas. Today, we proudly serve over 100,000 customers annually across the globe, operating from an 1800sqm purpose-built production facility on the Central Coast of New South Wales.

**IR:** What have been the biggest turning points in the business's growth journey over the past 15 years?

**MMR:** The biggest turning points in Personalised Favours' growth journey have been:

- Bringing production in-house, which allowed us to maintain quality and control.
- Launching our first Magento website and later transitioning to Shopify, a move that modernised our online experience.
- Developing an artwork approval portal, enabling customers to collaborate directly with graphic designers.
- Relocating to a purpose-built production facility in 2019, supporting our growing operations.
- Pivoting during Covid-19, shifting focus from weddings to meeting the demand for gifts that helped people stay connected during lockdowns.

These milestones shaped our ability to scale and adapt to a constantly changing market.

**IR:** You've described 2024 as "our year of innovation at Personalised Favours." What changes did you make and how did they affect the business?

**MMR:** It was a transformative year for us. The

biggest project was migrating from Magento 2 to Shopify Plus, a massive undertaking, given our catalogue of over 2000 products with complex add-ons and artwork options. Alongside this, we implemented dynamic imaging, allowing customers to preview their personalised products in real time. This not only enhanced the customer experience but also streamlined operations by reducing manual intervention from graphic designers, significantly improving turnaround times.

We also introduced custom-built production optimisation software that schedules orders across our machinery – including our multiple engraving, embroidery and printing machines – ensuring faster production flow and eliminating missed deadlines. These innovations have redefined how we serve customers and operate behind the scenes.

**IR:** What challenges did you face in 2024, and how did you navigate them?

**MMR:** Like many businesses, we navigated macroeconomic challenges, including the cost-of-living crisis that affected consumer spending. Despite the crisis, we found that even in tough times, people still seek thoughtful gifts for loved ones. To address this, we introduced a diverse range of budget-friendly products and enhanced our loyalty program (PF Perks) to reward repeat customers. These strategies helped us maintain customer engagement and loyalty during a challenging year.

**IR:** What are your top priorities for Personalised Favours in 2025?

**MMR:** This will be another exciting year for us. Our top priorities include:

- Expanding our production facility and incorporating new printing technology, which will enable us to introduce even more innovative products.
- Launching a new Shopify theme to further enhance the customer shopping experience.
- Continuing to develop our production optimisation software, improving efficiency and scaling operations.

These initiatives will support our mission to

deliver exceptional personalised products while scaling sustainably.

**IR:** What excites you most about working in the e-commerce industry right now?


**MMR:** I've always loved the dynamic nature of e-commerce – and not just because it allows me to trade suits for T-shirts! Few industries have evolved as rapidly as e-commerce in the past decade. From advertising channels and storefronts to social media and operational tools, nearly every aspect has transformed.

What excites me most is the continuous innovation, particularly in customer experience and operational efficiency. AI advancements are opening up incredible opportunities, and I'm eager to see how they further revolutionise the industry. I'm also optimistic about the potential for retail sales growth when economic conditions improve.

### JUDGE'S COMMENT

"Matthew has the founder story most e-commerce entrepreneurs dream of, scaling Personalised Favours into a booming business with over 50 employees. His commitment to continuous improvement and innovation is what sets both himself and Personalised Favours apart from the competition."

— Stephanie Caite Chadwick



Matthew started working in e-commerce 13 years ago when he left the banking industry to join the online gifting business Personalised Favours. He quickly became an expert in many different areas including e-commerce platforms, SEO, CRO, on-demand manufacturing, inventory management and all things related to running a business. Today, he is proud to lead a talented team of more than 50 people to deliver the world's best gifts to over 100,000 customers each year.

10.

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11.



**COURTNEY WILLIAMS**

SENIOR DIGITAL MARKETING MANAGER,  
AUSTRALIAN VINTAGE LIMITED

Since joining in 2020, Courtney has driven Australian Vintage Limited’s digital innovation and led complex and cutting-edge AI, e-commerce and omnichannel projects. In 2024, she spearheaded the dual-market launch of CTZN, the world’s first AI-driven wine brand, which included the creation of the first virtual AR wine-tasting experience across both the Australian and UK markets.

“A visionary who is changing the wine industry through AI and AR innovations. Her creation of the world’s first AI-driven wine brand shows a remarkable ability to blend heritage with cutting-edge technology.”  
— Kelly Slessor

12.



**DAMIEN PARK-NEILSON**✕

HEAD OF OPERATIONS, MESHKI

In seven years at Meshki, advancing from operations manager to head of operations, Damien has been instrumental in driving the growth of one of Australia’s biggest pureplay fashion retailers. He lives up to Meshki’s company value to “be a leader, not a follower” by empowering his team of over 100 to deliver top-tier customer service.

“Damien has shown remarkable creativity by leveraging robotic fulfilment and AI-driven carrier mapping. This innovative approach has not only optimised operations and delivered cost savings but also has enhanced customer satisfaction, showcasing his ability to drive both efficiency and customer-centric outcomes.”  
— Lyn Nguyen

13.



**LYDIA BERTINI**✕

HEAD OF CUSTOMER AND PEOPLE, MISS AMARA

Lydia has earned a reputation for designing best-in-class experiences for both Miss Amara’s employees and customers since joining in 2020. She doubled down on customer service quality by reducing errors and improving the returns experience, whilst simultaneously looking for growth opportunities by establishing Miss Amara’s B2B division and scaling the brand’s Free Styling offering.

“Lydia is a standout leader in e-commerce, driving innovation and fostering a culture of growth and inclusion. Over the past year, she’s transformed customer experiences, optimised B2B processes, and empowered her team through coaching and development.”  
— Travis Wright

14.



**MEG PERELAER**

E-COMMERCE MANAGER, DAILY BLOOMS

Meg started out as a buyer at a Daily Blooms competitor before joining the company in an inventory management role in 2021, then quickly moving up the ranks. Her vision and collaborative approach led her to build location-specific landing pages – a floristry first in Australia and a gamechanger for Daily Blooms in offering customisation that converts.

“Meg’s strategic vision coupled with her efficient execution has made her a force of nature at Daily Blooms. Floristry e-commerce isn’t new, yet she continues to spearhead lucrative initiatives that ensure Daily Blooms is offering customers fresh experiences.”  
— Stephanie Caite Chadwick

15.

**ROSS SEDAWIE**

CO-FOUNDER AND COO, LIVE PLATFORMS

Ross has had a hands-on career path, working as an electrical engineer and qualified gemologist. That led to the founding of Live Platforms, which has revolutionised online opal and gemstone buying over the last 20 years. He was the driving force behind the marketplace's digital transformation project last year, which increased conversion and revenue.

"Ross is truly a standout, pushing the boundaries of the opals and gemstones industry by leveraging the power of AI to optimise the customer experience. His innovative approach sets a new benchmark in a traditionally untapped space, showcasing both vision and leadership." — Lyn Nguyen

16.

**ALEX RIENECKER**

HEAD OF E-COMMERCE AND DIGITAL CONSUMER EXPERIENCE, SWISSE WELLNESS

With over 10 years of experience as a digital leader in CPGs, Alex has led a transformational digital agenda at Swisse Wellness since onboarding in 2020. She implemented a multi-year, multi-channel e-commerce strategy that connects and converts Swisse Wellness customers into purchasing from the brand directly or via online retailers.

"Alex is the kind of person who sets – and achieves – ambitious goals for herself. Deeply committed to continuous learning and improvement, she's undaunted by the highly regulated nature of her category, but rather sees it as a creative roadblock to drive innovation." — Heather McIlvaine

17.

**COURTNEY RAY**

FOUNDER AND CEO, DAILY BLOOMS

In her own words, Courtney believes her role as founder and CEO of Daily Blooms is to "champion our industry-leading, customer-centric model". A mandate she lived up to in the last year by continuing the company's nationwide expansion and positioning Daily Blooms as a gifting destination by introducing lifestyle products whilst guaranteeing flower longevity.

"Courtney is a savvy business leader who has strategically leveraged strong partnerships and implemented smart operations and logistics to drive impressive business growth. Her approach demonstrates a keen understanding of how to scale efficiently and effectively." — Lyn Nguyen

18.

**MIKE WILSON \***

FOUNDER AND DIRECTOR, TINYME

Mike caught the entrepreneurial bug at a young age and went on to found Tinyme in 2006 with no outside investment. Today, he oversees the marketing, design and new product teams, where his creative vision continues to shape the trajectory of Tinyme. Mike's approach to customisable products transfers over to his personable leadership style.

"An entrepreneur from his early days, Mike has become one of the success stories in Aussie e-commerce, founding Tinyme. A generous contributor to the Australian e-commerce industry, Mike is one of the originals, and his brand is now seen in hundreds of thousands of Australian homes (and preschools)." — Paul Waddy



19.



**LEAH TU'INUKUAFE** ✕

HEAD OF E-COMMERCE AND MARKETING, MOTTO

Leah's 15 years in e-commerce have been coloured by her passion for driving brand growth, something she has been doing at Motto since joining in early 2023. Her strategic vision paved the way for Motto to acquire first-time buyers while nurturing returning customers by leveraging out-of-home and hype-based marketing strategies.

"Surpassing the cookie-cutter playbook, Leah delivers exceptional results through innovative thinking and a bold approach, all while serving as an inspiring advocate for women." — Mark Baartse

20.



**JOHN WINNING** \*

CEO, WINNING GROUP

Before ascending to CEO of the family business, where he oversees 17 entities including pureplays Home Clearance and Andoo, he founded Appliances Online at the age of 21 with a laptop, a rented truck, and a 1300 number diverted to a mobile. Now John is at the forefront of the group's strategic vision and operations management.

"Appliances Online thrived under John's leadership in 2024, achieving solid growth across its key categories and an industry-leading NPS score. A lifelong learner, he is passionate about self-discovery and self-improvement and helping people find satisfaction in their day-to-day work." — Heather McIlvaine

21.



**LANA REMBISZ** ✕

COO, GINGHAM AND HEELS

Since joining Gingham and Heels in 2015, Lana has played an instrumental role in optimising system operations to lead to peak efficiency and profits. By integrating new technology that streamlined inventory management, improved customer service and launched the brand's first app, Lana has driven "significant revenue growth" over the past year.

"An exceptional leader and strategist – and resilient to boot – Lana navigated the challenging trading conditions of the past year with an innovative and positive mindset that was vital to Gingham and Heels' success." — Heather McIlvaine

22.



**JULIE MATHERS** \*

CEO, SNUGGLE HUNNY

Prior to running the leading children's goods brand Snuggle Hunny, Julie already had an impressive track record in the retail industry as a serial brand founder. In her current role, Julie is leading the charge in cultivating eye-catching, sustainably designed products parents of young children are clamouring over. By carefully tuning in to her customers' desires, Julie has driven strong digital growth in a rocky retail market.

"Julie is a passionate entrepreneur who delivers quality and market-leading outcomes for her customers, employees, partners and industry players. Snuggle Hunny is her vehicle to making a difference to society. Watch this space, as she has the potential to take on the world." — Prasad Gokhale



23.

**ADRIAN RAFTER** ✕

HEAD OF PERFORMANCE MARKETING, QUAD LOCK

Upon joining the Quad Lock team in 2016 as the company's first digital marketing hire, Adrian has been an integral part of the brand's growth, leading marketing campaigns that have scaled revenue from \$10 million to over \$150 million. Over the past year, Adrian has driven growth across multiple retail segments, including direct-to-consumer operations, customer acquisition and scaling into new geographic territories.

"A pioneer in digital performance who has scaled Quad Lock's international presence. His ability to balance creative strategy with data-driven decision-making has provided a sustainable platform for growth and ensured efficiencies in acquisition costs." — Kelly Slessor



24.

**CHARLES MOORE**

SENIOR E-COMMERCE MANAGER, PASPALEY

With over 15 years in e-commerce and digital strategy, Charles has driven growth across beauty, fragrance and fashion brands like Ella Baché and Glasshouse Fragrances by optimising omnichannel, marketing and customer retention management strategies. In his first year with luxury jewellery brand Paspaley, Charles delivered a 360-degree digital transformation, including a complete website and customer data platform revival.

"Charles's strategic foresight and hands-on approach in integrating new platforms and optimising digital marketing significantly boosted Paspaley's online presence and commercial success. His leadership in driving a rapid digital transformation improved online sales, international expansion, and customer engagement." — Sam Shaheen



25.

**TIARNE WARREN**

HEAD OF TRADE MARKETING AND E-COMMERCE, MESHKI

Since joining the team in 2020, Tiarne has worked her way up the corporate ladder to drive notable growth as apparel retailer Meshki's head of trade marketing and e-commerce. Through a combination of key innovation strategies, such as a thorough redesign of the brand's e-commerce site, Tiarne has reduced return rates, increased basket sizes and improved overall purchase confidence over the past year.

"Tiarne oversaw several key initiatives at Meshki that not only drove sales growth but also had a positive impact on the customer experience. A true creative, she has an endless supply of innovative ideas and, just as importantly, the ability to execute them."

— Heather McIlvaine



26.

**DANIELLA COHEN**

HEAD OF E-COMMERCE, WELLECO

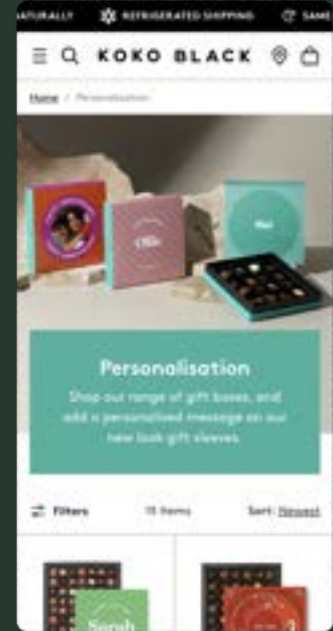
In her role as head of e-commerce for supplements brand WelleCo, Daniella spearheads digital operations and the customer service team, managing a team of 14 across four global markets. With a strategic mix of moves, including optimising custom landing pages while testing out new channels to diversify the brand's media mix, Daniella has increased the brand's conversion rates and driven strong revenue growth.

"Daniella has tunnel vision when it comes to growth. Her keen eye for assessing opportunity and delivering on execution has shaped WelleCo's digital operations team – converting her customer obsession into customer retention." — Stephanie Caite Chadwick

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27.

**JOANNA ROBINSON**

CMO, THE ICONIC

With over 28 years of experience driving customer-centric growth and developing and executing innovative and strategic marketing plans, Joanna has quite the retail CV. Over the last year, in her role as CMO of The Iconic, Joanna managed a master brand campaign strategy, “Got You Looking”. The campaign has led to an increase in brand awareness and “incremental partnership revenue investment.

“Joanna has propelled the business forward while leaving a lasting impact on those around her. Her dedication to fostering a flexible, family-friendly working model has not only created an exceptional work environment but also paved the way for nurturing the next generation of leaders.” — Mark Baartse

28.

**ZOE WILSON**

HEAD OF E-COMMERCE AND CUSTOMER EXPERIENCE, VUSH

In her role as head of e-commerce and customer service for sexual wellness brand Vush, Zoe oversees several departments for the digital-driven brand, including technical development, UX mapping and the deployment of creative marketing campaigns. In 2024, she successfully guided the brand through an expansion, from 50 SKUs to over 1000 curated products.

“Zoe’s career has taken her from luxury fashion to sexual wellness, a journey that feels unique to e-commerce. Her obsession with brand storytelling and the sub-cultures that emerge from great products makes her marketing and messaging for Vush a cut above the rest.” — Stephanie Caite Chadwick

29.

**ALISCHA HERRMANN**

FOUNDER AND CREATIVE DIRECTOR, BESPOKE LETTERPRESS

Leveraging her professional roots as a graphic designer, Alischa started the leading stationery studio Bespoke Letterpress in 2017. Over the past 12 months, Alischa has driven the commercial success of the brand through several strategic initiatives, including a complete overhaul of Bespoke Letterpress’s e-commerce platform and expanding the brand’s physical presence to seven stores.

“Alischa is an exceptional entrepreneur who has driven innovation at Bespoke Letterpress by integrating new technologies and optimising customer engagement strategies. Her passion for designing and producing high-quality paper goods that evoke joy and beauty is evident in every aspect of her work.” — Prasad Gokhale

30.

**MOLLY BERRY**

MERCHANDISE MANAGER, WILD SECRETS

As merchandising manager of leading sexual wellness brand Wild Secrets, Molly oversees an impressive product range totalling over 4000 SKUs. Last year, Molly lifted Wild Secrets’ conversions through the development and implementation of Match Maker, a “product wizard” that asks customers a series of questions before curating a selection of products to match their needs.

“Driven to reduce the company’s emissions, Molly overhauled the buying process, leading to a reduction in freight costs, increased speed to market and a smaller carbon footprint. Her passion to make an impact is what makes her exceptional.” — Heather McIlvaine

31.

**MELISSA WILKINSON** ✕

FOUNDER, PERSONALISED FAVOURS

Driven by a passion for creating tailor-made gifts, Melissa founded the gifting platform Personalised Favours over a decade ago, developing marketing strategies that have built a community of 185,000 followers. Devoted to encouraging and building the broader e-commerce community, she actively participates in events and shares her business journey through podcasts and panels.

“Melissa is a master of personalisation – not just from a product perspective but also from a customer experience perspective. By putting the customer first, Melissa translates that into fantastic e-commerce results.” — Nathan Bush

32.

**JARED BROWN** ✕

HEAD OF DIGITAL, SOMETIMES ALWAYS

In his role with pureplay boutique online bottle shop Sometimes Always, Jared is accountable for the overall strategy, digital development, marketing, buying, merchandising, customer experience and business financial performance. With 20 years of global experience across B2C and B2B markets, he excels in integrating e-commerce, brand and digital strategies. His previous roles include being head of e-commerce at Australian Fashion Labels.

“Jared is a strategic leader known for solving problems in digital business with a passion for leveraging data insights and analytics. Jared consistently aims to craft impactful and unique online experiences that drive results while enjoying the process. Jared is dedicated to sharing his experiences and building collective knowledge and culture within the industry, positioning him as a true industry visionary.” — Prasad Gokhale

33.

**DEAN BOUDEWYNS**

HEAD OF E-COMMERCE, SWANN COMMUNICATIONS

In less than a year with security solutions specialist Swann Communications, Dean has driven remarkable growth in engagement, reach and sales, deploying digital transformation skills gleaned through over 10 years with global brands, including Superdry, Vans and Timberland. He is passionate about problem-solving and fostering a ‘progress over perfection’ mindset while successfully creating and deploying customer-first digital strategies.

“Dean is a data-driven leader in the e-commerce space, with a particularly strong business mindset that has helped drive substantial growth at Swann Communications.” — Paul Waddy

34.

**ADAM BOURIS**

CO-FOUNDER AND CEO, WHO IS ELIJAH

Australia’s fastest-growing fragrance brand, Who Is Elijah, creates versatile, gender-neutral scents whose sales have more than doubled over the past year. As co-founder and CEO, Adam has used skills built as a serial entrepreneur to drive innovation, making digital tools central to the brand’s growth strategy, fearlessly breaking into a competitive market, and refusing to be intimidated by large heritage brands.

“Adam’s ability to drive growth and innovation through a blend of creativity, data-driven decision-making and strategic partnerships, while fostering a supportive and empowering work culture, makes him a leader in the industry.” — Sam Shaheen



35.

**RINGO CHAN**

FOUNDER AND DIRECTOR, ECOSA

Since 2015, Ringo has built Ecosa into a major Australian mattress and bedding brand from his parents' garage, with the mantra "good sleep is the foundation of a great life". Ringo describes monetary success as a byproduct of solving real-world problems. He embraces employee benefits beyond industry norms and is committed to environmental responsibility, diverting mattresses and bedding from landfills.

"Ringo's leadership at Ecosa is a blend of innovation, sustainability and entrepreneurial spirit. From pioneering the AI-driven Sleep App to championing eco-friendly products, Ringo is consistently driving the brand to new heights, all while ensuring customer satisfaction and a positive environmental impact." — Travis Wright



36.

**OMAR SABRÉ✕**

CEO AND CREATIVE DIRECTOR, MAISON DE SABRE

Omar, once an Auckland dentist, travels the world crafting premium leather products with the world's best designers, materials and craftspeople as CEO and creative director at Maison de Sabré. With a vision to disrupt luxury, Omar seamlessly blends commerciality with creativity to create growth solutions for the business continually in its global markets, driving consistent month-on-month sales growth.

"Omar is a standout for his creative approach to product development and successful market expansion. Omar's ability to champion a culture of innovation and high-quality craftsmanship, while supporting and mentoring teams, showcases a commitment to fostering a collaborative and forward-thinking environment." — Sam Shaheen



37.

**CAMERON MEHR**

FOUNDER, VITAL+

After a career with Deloitte and other global brands in New York, Cameron Mehr returned to Australia as CFO at Boody, where he honed his strategic and commercial skills in the e-commerce space before creating wellness company Vital+, selling portable, at-home ice baths. In less than two years, Cameron has built the company into a global platform, with customers across Australasia, the US and the UK.

"Bootstrapped and self-taught, Cameron has created a brand that has exploded onto the world stage. He is a great role model for those who want to set up for scale." — Nathan Bush



38.

**BEN HARE ✱**

DIRECTOR AND COO, TINYME AND OPIQO

Tinyme, a Melbourne business focusing on personalised children's products, has launched localised websites in 10 countries since 2006. Since joining the company in 2010, Ben has been instrumental in developing Tinyme's export strategy, building out the business platform and launching its new brand Opiqo. During the past year, he led a highly successful update of Tinyme's online user experience.

"Ben's commitment to testing new sales channels and reviewing supplier agreements to find meaningful savings amidst tough trading conditions not only benefits the Tinyme business but also speaks to his ethos of continuous improvement." — Heather McIlvaine

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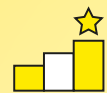
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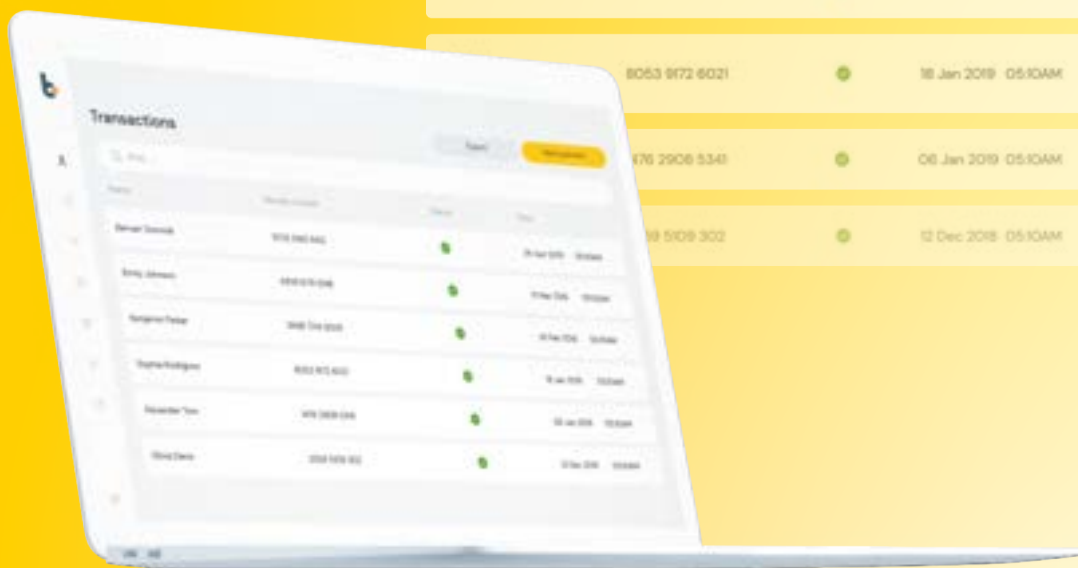
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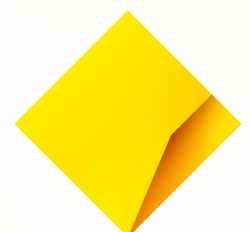


Bernard Dominik	9723 1560 8412	●	26 April 2019 05:10AM
Emily Johnson	4309 6731 5198	●	15 Mar 2019 05:10AM
Benjamin Parker	2599 7214 3509	●	26 Feb 2019 05:10AM
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39.

**HEATHER EARL** ✕

HEAD OF E-COMMERCE, NUTRITION WAREHOUSE GROUP

Heather is a serial innovator who has led e-commerce growth and transformation across 17 brands, including Rockwear, Auguste the Label and now Nutrition Warehouse Group's seven-brand portfolio. Since returning from maternity leave last February, her focus has been on blending brand identity with streamlined digital experiences, from last-mile success to advanced product personalisation. She embraces accessibility, convenience and sustainable progress.

"Heather has had a huge year, heading up e-commerce across an impressive seven brands. When you add 115 stores to that, Heather has been able to operate a very impressive omnichannel strategy that has helped Nutrition Warehouse gain considerable results." — Paul Waddy

40.

**LISA NAISMITH**

HEAD OF E-COMMERCE, ANZ, PVH CORP

With over 20 years of e-commerce, digital and omnichannel experience, including senior roles with Rebel Group and Woolworths, Lisa is now head of e-commerce at PVH, whose global fashion labels include Tommy Hilfiger and Calvin Klein. With such broad experience spanning multiple retail categories, Lisa has crafted and implemented strategies that have driven growth and commercial success across PVH's Australia, New Zealand and Apac online businesses.

"Lisa is an industry-leading omnichannel expert with a passion for implementing and managing the growth of e-commerce channels. Her digital commerce talent is exceptional, further enhanced by her analytical skills, strategic mindset, attention to detail, and extensive experience." — Prasad Gokhale

41.

**JETHRO MARKS** ✕

CO-FOUNDER AND CEO, THE NILE GROUP

Jethro shaped the vision to reposition The Nile as Australia and New Zealand's premier destination for book buyers. To achieve this, he sought to ensure customer satisfaction constantly, alongside undertaking a full site redesign, range expansion, dynamic pricing enhancements, and application of AI for data management. He was also able to leverage the company's global logistics and product network to reach customers across the globe.

"A true pioneer of the Australian e-commerce industry, Jethro continues to adapt and craft a unique e-commerce model across a vast range globally. Better still, he is constantly sharing his 20-plus years of experience. So valuable!" — Nathan Bush

42.

**DANIEL MCMILLAN**

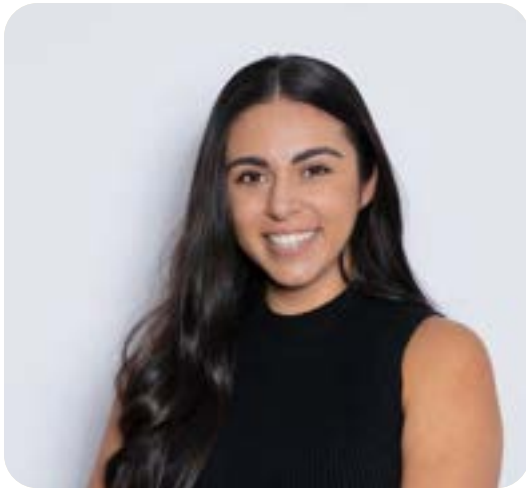
HEAD OF DIGITAL, CASELLA FAMILY BRANDS

In an effort to develop Casella Family Brands' e-commerce efforts, Daniel built its in-house digital marketing team from the ground up, drawing from his lengthy e-commerce experience. This also led to the launch of CFB's e-commerce platform, which brought the business to the e-commerce space for the first time. Advocating a culture of innovation, he and his team helped streamline the business's data and improve its relationship with its customers.

"Daniel has successfully led the company's leap into the e-commerce space, showcasing a forward-thinking approach. By implementing automation and leveraging data to optimise processes and better target customers, he has driven efficiency and enhanced the company's ability to connect with its audience effectively." — Lyn Nguyen



43.

**BIANCA ROMANO SMITH** ✕

E-COMMERCE AND DIGITAL MANAGER, VRG GRL

Since joining VRG GRL in January 2024, Bianca has led the business in implementing strategic changes in its paid media, CRM and e-commerce operations. For e-commerce in particular, Bianca focused on improving the user experience, specifically geared towards the US market.

“Bianca is an experienced e-commerce marketer, with technical skills and a business mindset. Her career has gone from grassroots e-commerce, to senior, highly gifted operations in the e-commerce space, with a particularly impressive fashion background.”

— Paul Waddy

44.

**ALICE KUEPPER** ✕

HEAD OF SUSTAINABILITY AND INDUSTRY IMPACT, WINNING GROUP

Alice has been at the forefront of Winning Group’s sustainability efforts, having conceived and implemented the Recycling Partnership Program for one of its retail businesses, Appliances Online. Through the program, participating partners get to contribute financially to the packaging recycling program while providing brand recognition and environmental credentials that drive interest, especially among sustainability-minded customers. Through Alice’s efforts, Winning Group has emerged as an ESG leader in the industry.

“Alice has led the sustainability charge in Australian retail for years now. Her impact is for Winning Group and the broader industry, as she generously shares the frameworks, benchmarks and practices that will be the new normal.” — Nathan Bush

45.

**JY MORGAN** ✕

DIGITAL MARKETING MANAGER, KNOBBY

In conjunction with his role as digital marketing manager, Jy spearheaded an internal Knobby endeavour, The Flipside Project, which aims to promote sustainability and improve customer retention by transforming potential purchase cancellations into renewed loyalty opportunities and advocating the sustainable disposal of returned goods. He also has strived to balance creativity with a data-led strategy, which has helped drive growth for the business.

“An innovator who has created a sustainable subscription solution that benefits both the business and the environment. His implementation of AI-driven systems and customer-centric strategies is the perfect blend of technical innovation and development of ongoing sustainable growth.” — Kelly Slessor

46.

**DAVE PICKSTONE**

LEAD WEB DEVELOPER, QUAD LOCK

In his role as lead developer, Dave spearheaded the development of Quad Lock’s 12 Shopify DTC and B2B stores, with a focus on improving customer experience in their purchase behaviours. One such improvement that was developed was the multilingual capability of the site, which was implemented across the entire customer journey. AI was a key element in making multilingual developments possible, as well as improvements to the business’s processes.

“Dave has redefined the traditional back-office developer role, carving out a unique niche where his technical expertise has become a strategic powerhouse, driving the business forward in innovative and impactful ways.” — Mark Baartse

47.

**ANDY WORLEY**

CO-FOUNDER AND CEO, SHEET SOCIETY

Upon assuming the role as sole CEO, Andy introduced and championed a “test and learn” strategy, encouraging a culture where team members can explore new ideas and celebrate processes and behaviours that drive innovation, even if they provide only a 1 per cent improvement. This led to the development of innovative, eco-friendly bedding solutions, such as bedding made entirely from recycled corn husk.

“Andy’s leadership at Sheet Society has played a crucial role in the brand’s success. From pioneering sustainable product innovations to fostering a culture of growth and high performance, Andy consistently pushes boundaries to drive the business forward.” — Travis Wright

48.

**BELLA BAZELEY**

COO, DAILY BLOOMS

As head of Daily Blooms’ strategic and operational execution, Bella has led the business through a major operational scale-up in the past year, which included leveraging its custom-built logistics and inventory platform. As a result, the business was transformed into a data-driven, agile e-commerce enterprise with the flexibility and scalability to meet customer needs sustainably and with precision.

“Bella is the kind of secret weapon all businesses wish they could have in their arsenal. Her ability to navigate high-stakes and fast-paced workplaces has seamlessly converted to the e-commerce landscape... making her an indispensable asset for Daily Blooms.” — Stephanie Caite Chadwick

49.

**KIRSTEN ARMOUR**

MARKETING DIRECTOR, ASTA RESORT

In the past year, Kirsten took on the role of managing ASTA’s customer service communications, in addition to her present role as marketing director. At the time she assumed the customer service communications role, the brand’s customer service was struggling with slow response times. With a focus on improving the customer experience, she was able to upgrade customer response times by as much as 95 per cent.

“Kirsten’s innovative approach to customer service transformation and market development demonstrates strategic vision and execution capability.” — Kelly Slessor

50.

**ABBEY RYAN**E-COMMERCE AND DIGITAL MANAGER,  
WALLACE BISHOP GROUP

As the manager for Wallace Bishop Group’s e-commerce and digital marketing operations, Abbey has steered the growth of its jewellery brands, Wallace Bishop and Hardy Brothers. She has been active in promoting e-commerce within the business, conceiving a warehouse designated for its online operations. With this success, she was able to bring all of the business’s digital marketing efforts in-house after managing to beat the performance of its marketing agency.

“Described by her company as the ‘consummate e-commerce all-rounder’, Abbey’s mix of strategic vision, commercial knowledge and can-do attitude is what makes her such a valuable asset to businesses looking to grow online.” — Heather McIlvaine

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