



Spencer Bell

Partner, **Strategy, Leadership & Innovation**



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"Online trading is a now essential for most businesses, experience is key to future success."

Spencer Bell is a specialist in digital and omnichannel trading. With over 30 years in retail, he has worked with some of the largest UK and global high-street retailers - including Saint Gobain UK, Jewson, Dunelm, Wilko, Scotmid and UK Flooring Direct - helping them quickly adapt and transform in a volatile and ever-changing trading environment. Delivering sustained growth and enhanced customer experience to maintain relevance and compete.

Spencer creates innovative omnichannel strategies that simplify the disciplines. Supercharging your online growth, bringing your stores to life, digitising your store proposition and ensuring your customers get a seamless journey with your brand.

Offering straight-talking, impartial advice, he pulls everything together into a single coherent plan, helping you with;

- Sales transformation and high-performance sales organisations
- Building a data-driven enterprise
- Ecommerce & omnichannel retailing
- Instore proposition
- Digital and ecommerce team development
- Commercial trading
- Home delivery product buying
- Digital and finance-leading culture change
- Ecommerce Infrastructure development
- B2C and B2B digital execution & growth
- Agency selection
- Commercial delivery

Spencer takes a holistic approach across all disciplines within your business to understand areas of pain and blockers. Using benchmarking experience, so you know what great looks like and applying data and analytics for sound decisions. Developing a clear plan of attack and an end-to-end roadmap to deliver.

He is a big advocate of nurturing the right cultural mindset and developing the skills needed to transform. Aligning internal teams and external agencies, selecting the right platforms and software providers for transformation.

Key achievements include:

- *Leading omnichannel businesses to exponential Home Delivery and click and collect sales growth for several high street retailers and a multinational business.*
- *Leading cultural and business change for a multinational B2B corporation.*
- *Developing ecommerce and digital strategy at an executive level for B2C & B2B business.*
- *Delivered a direct-to-consumer online proposition for a leading UK manufacturer.*
- *Worked in businesses to deliver internal digital structures with external agency support.*

"The project scope required Mr Bell to work closely with senior managers and directors, within the business as well as external contractors. The company's E Trading project has been a major success and now represents a major element of the company's sales base. Mr Bell played a significant part in both the timely implementation and success of the project"

George Letman



Spencer Bell is part of a multi-disciplinary team of strategy, execution and growth experts.



Think

Our Strategy, Leadership & Innovation team are experts in helping clients develop successful digital strategies



Execute & Grow

Our Optimisation & Delivery team are experts in helping clients successfully execute their digital strategy and grow.



End-to-end or specific needs. Our team is structured to provide the exact skills you need



A 'think + do' approach. With expertise, methods and networks to rapidly deliver tangible business benefits



A collaborative, pragmatic, and flexible culture. Sharing insights and expertise to bring the best to our clients