

TRACEY WOODWARD

Leading into her twenties and early thirties, Tracey was a consultant for Clinique and later a Business Manager for Estee Lauder.

Thereafter her career at Alders in Bromley saw her propel the Perfumery and Cosmetics Department with a staggering turnover of 2 million pounds. This revenue led to her promotion as General Manager for Alders, Bromley.

Using her success and skills she entered the airport sector where she worked for Forte Retail Services in Terminal 4, Heathrow where she was responsible for increasing an 8 million pound business by 30%. Her achievement soon transpired in the aviation retail industry and was responsible for 100 employees, 8 shops and a 21 million pound operation for the entire Terminal 1 Perfume and Cosmetics Department.

Later she was head-hunted and reported to the Vice President of Donna Karan (New York) as Brand Manager to launch their new beauty company into premier retail outlets such as Harrods, Harvey Nichols, Selfridges, House of Fraser, Space N K, Virgin Airlines and Duty Free. Her territory included the UK, Ireland, the Channel Islands, Duty Free and Domestic. In just 2 years she was responsible for taking a new business portfolio from zero to an incredible 5 million pounds.

After an astounding triumph at Donna Karan, Tracey once again proved an enormous commodity for AVD Cosmetics / Aveda where she managed sales, buying and merchandising (Including QVC and managed the main distributor for Ireland) who profited an incredible turnover from 800,000 pounds to 15 million in just 4 short years.

In 2000-2002, as General Manager for MOP (Modern Organics Product) and responsible for sales, marketing and the launch of MOP into premier retail locations, her expertise initiated a zero business to 2.5 million.

Since then, in addition to her retail accolade, she has had a baby, set up an award winning community Deli (East Dulwich Deli) and an organic bakery (Born and Bread), developed a property portfolio and has set up a marketing consultancy firm (Silent Partner Marketing Consultant) which has lead her to her most recent venture as Commercial Director for Urban Retreats Limited. So, it is therefore with no surprise that she has largely contributed to the double digit increase for Urban Retreats since April 2006.