



VICTORIA WATKINS

OPERATIONS, HUMAN RESOURCES & EVENTS

M: +65 8161 9724
E: me@victoriawatkins.com

KEY ACHIEVEMENTS:

TALA by Tala Alamuddin

- Successful launch of first brick & mortar consignment Design Orchard in Singapore
- Implementation of day to day and finance systems
- Negotiation of first brick & mortar consignment in Europe launching Q1 2024
- Launch of totallytala.com
- Re-negotiation of all cost prices from suppliers for a decrease of up to 20%
- Running events resulting in up to \$50K in sales per day.

The Parent Inc

- Creation and Implementation of regional HR and Operations policy (successful bespoke roll out to all local markets)
- Successful launch of the Asian Parent Vietnam, Hong Kong, Taiwan and Japan
- Successful assessment of Bangkok local market operations resulting in a 15%

SKILLS:

- Team Recruitment, Talent development & staff wellness
- Systems Creation & Implementation
- Systems Scaling & Adjustment for local markets
- Budgets & Forecasting
- Sourcing
- Supplier Management
- Sustainable and Repurposing sourcing and initiatives
- End to end market and project management from market analysis though to launch

15 years of experience in operations, human resource & project management across multiple regions enables me to enter any company at a senior level and quickly influence change and become an integral part of any team.

Using lateral and creative thinking to implement systems to support businesses within budget, while permitting scalability for growth; implementing clear frameworks and automating business efficiencies wherever possible.

Skilled at building and developing effective and culturally diverse teams, my approachable, yet firm and confident personality as a project leader, or support function allows me to identify opportunities to increase workflow efficiencies, while supporting co-workers in multiple markets, acting as a touchpoint both internally and with external partners - all with clear trackable business metrics.

WORK EXPERIENCE

Operations Director

TALA by Alamuddin / Singapore / Aug 2018 - Nov 2023

A luxury boutique handbag and accessories brand. As a grass roots start-up this role is all-encompassing from daily operations, finance, events, web development, sourcing & production.

- Negotiated TALA's expansion into its first brick & mortar consignment in Europe launching Q1 2024
- Successful launch of TALA's first brick & mortar in store consignment Design Orchard in Singapore July 2023
- Successfully launched totallytala.com in March 2020
- Successful Event planning including but not limited to Boutiques Fair, Private & Multi Brand private events in Singapore, LFW @Blake's Hotel 2019, Private one day UK event with revenue of 50K SGD
- Re-modelled consumer price points with a minimum decrease of 20% while maintaining margin, renegotiation of all vendors without compromising quality
- Implementation & optimisation of daily operations
- Hosting of online live sales events via social media, organising photoshoots as well as panel participation as the brand representative.

Head of New Markets & Regional Business Operations, ASEAN

The Parent Inc (Tickled Media) / Singapore / Mar 2017 - Jul 2018

Asia's #1 largest digital community of parents through website and app, theAsianparent.com.

- Successful launch of new markets for signature brand theAsianparent, launching in Vietnam, Hong Kong, Taiwan and Japan ahead of plan and within budget
- Prelaunch market due diligence, project management, and recruitment of full-time and freelancers by market
- Managing tech for asset new site deployment and testing.
- Liaising with the content division to select and produce and translate locally relevant content.

- Events Planning and Management including presenting, online sales and panels.

TESTIMONIALS

"I had the pleasure of working with Victoria while at The Parent Inc, where she held the position of Head of New Markets, as well as, a position on the senior leadership team for the group, including HR and Operations overlooking all markets.

"Although holding a new markets role she was asked to wear many hats during her tenure at the company. She did so with ease and triumphed at every task, surpassing expectations of her colleagues and team. This included launching a new product which she took from ideation to implementation.

"Victoria is creative and dedicated to her team, role and the company and always highly motivated. She will and has been highly rated by her peers. In my opinion she is an excellent leader that takes initiatives and will manage any situation with a clear response and understanding." Toshak Jetawani, - Danone

"Victoria possesses a remarkable ability to thrive in diverse environments and readily adapt to new challenges. She has consistently demonstrated the ability to influence positive change. As Operations Director at TALA, she successfully launched the online platform, negotiated strategic partnerships, and optimised business efficiencies, contributing significantly to the company's development. She excels at approaching challenges with innovative thinking and practical solutions. Her ability to implement systems that support business goals and achieve scalability demonstrates her strategic mind and strong problem-solving skills.

With extensive experience, combined with strong leadership skills and an unwavering commitment to excellence, Victoria is a valuable asset to any organisation." Rachel Provest - Global Schools Foundation

- Additionally promoted to Regional HR & Business Operations (covering all of ASEAN); successfully created & initiated regional policies throughout the group
- Additionally promoted to Head of B to C events: overseeing all markets established and emerging
- Subsequently, relocated to Bangkok to extend this framework, evaluate operational and cost efficiencies resulting in an operational cost decrease of 15% while respecting local marketing nuances.

Operations Director

Tanderra / Singapore / Dec 2014 - Dec 2016

Private Family Members Club in Singapore.

- Recruited prior to club opening as the first senior management hire
- Developed all operations and HR policies, recruited, and ran the membership and operations teams
- Established and refined the infrastructure pre- and early launch phases, implementing a framework to ensure maximum efficiency as the company grew its membership base and personnel
- Successfully executed soft launch and grand opening establishing excellent relationships between staff and members; critical to ensure membership satisfaction and growth
- Ran club and private events for members and the public
- Oversaw implementation of membership booking and POS systems
- Executed monthly billing and accounts in conjunction with the accounting consultant
- Price modeling for all membership and class packages.

Events Manager

American Association of Singapore / Jul 2014 - Nov 2014

The leading non-profit organization that celebrating American culture in Singapore.

Arrived in Singapore as trailing spouse and quickly joined a short contract position with the AAS to develop, research and execute original ideas for AAS events including entertainment, equipment, supplies, licence procurement, budgets, marketing, publicity, registration, and ticket sales.

Design Manager

Hackett London / London / Apr 2006 - Sep 2012

British traditionally inspired luxury menswear brand.

Reported directly to the creative director as the primary contact for the design department internally and externally. Managed all design related sectors including HR, events such as London Fashion Week, Pitti Uomo, Photoshoots, as well as sampling & production, product development (internal & external), and budgeting & forecasting.

Early Career Roles

Various / Toronto & London / Jun 2000 - Apr 2006

Including: Toronto: Accounts Assistant Goodmans, Research Assistant Sunnybrook Hospital

London: TV Choice, Assistant, CIPD Publishing Co-ordinator, Laura Ashley Visual Merchandising Executive

Education

McGill University, Canada BA 1996- 2000