

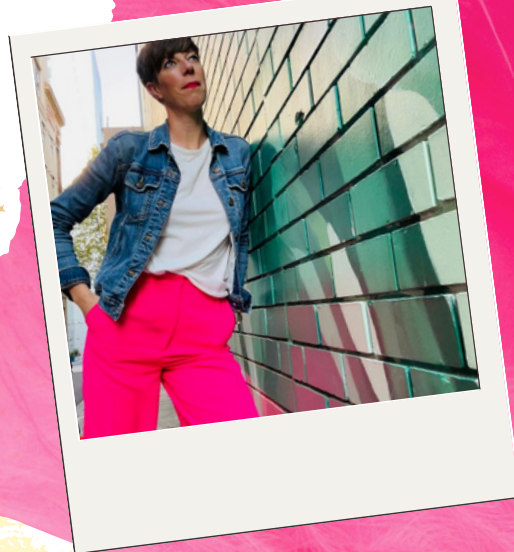
Sarah Connelly

BUSINESS TRANSFORMATION & EXPERIENTIAL RETAIL SPECIALIST

Shaping strategies, bringing ideas to life, and evolving the customer experience.

A dynamic Business Transformation & Experiential Retail Specialist with 17+ years' experience shaping strategies, bringing ideas to life, and evolving the customer experience. From running my own multi-award-winning luxury fashion boutique to consulting with founder-led brands — from wellness to whisky, I've lived both sides of the entrepreneurial journey.

Bringing the commercial instincts of a retail leader, the ability to steer multiple complex initiatives, and the strategic vision to hold your big picture while building the structure to make it thrive. I'm the wingwoman who helps brands refine the proposition, and turn ambitious ideas into unforgettable customer experiences.



I HELP...

- **Creatives and visionaries who are exhausted from holding it all themselves.**
- **Entrepreneurs who've outgrown DIY systems and need clarity, stability, and scalability.**
- **Mission-driven leaders who want to simplify, stabilise, and expand—without losing momentum. (or their minds!)**

RESULTS & HIGHLIGHTS

- *Led the development and delivery of a 30-day retail reinvention strategy for a local boutique, driving a **77% increase in footfall, 80% boost in sales conversion, and a 184% YoY sales uplift.***
- ***Increased client bookings by 60% and average sales by 14%** through customer-experience strategies.*
- *Transformed underperforming operations into **streamlined, sustainable systems** that freed up time and energy for growth.*
- *Consulting with small-format fashion and lifestyle brands to design and implement initiatives that **optimise operational efficiencies and maximise income potential.***
- *Known as the **wingwoman** founders never knew they needed— holding the vision with clarity while building the structures that make it work.*
- ***A trusted confidant for visionary leaders:** the sounding board for late-night worries and bold ideas, always met with strategy and action.*
- *Specialist in **strengthening foundations, simplifying complexity, and keeping businesses accountable** so they scale with soul, not stress.*

Ready to make your vision a reality?

Currently open to part-time, fixed-term, or hybrid roles alongside my consultancy — ideally in experiential retail or customer-experience focussed fashion, lifestyle, or creative industries. If you're building a brand, project, or high-touch experience that needs strategic leadership with a creative edge, I'd love to connect and explore how we could make it happen.

📍 Edinburgh Based > Open to hybrid, London-based, or international opportunities

✉️ sarahc@sarahconnelly.co.uk ☎️ +44 (0)7780 674 549 [in](#) [LinkedIn Profile](#)