

kirbyjones

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Gabrielle Hase

Digital Commerce Strategy Consultant

Book Gabrielle Hase for your event: 020 3713 7291 / 07855 774508 / penny@kirbyjones.co.uk



Gabrielle Hase

Digital Commerce Strategy Consultant

Gabrielle Hase is an eCommerce, Marketing and Branding specialist, who brings a unique perspective on how customer needs and demands are changing the way brands and retailers compete in the market.

Gabrielle mentors start-ups in leading London incubators and is in demand as a keynote speaker, moderator and as a conference chair.

Gabrielle's extensive experience in all aspects of eCommerce, direct marketing and strategic brand management gives her a deep understanding of the way in which retailers, technology and high-achieving teams work in the digital world – and she brings that understanding and expertise to each and every client, project and event. She has spoken recently for GHD, Avado and Tealium and moderated for Smart Pensions.

Gabrielle has worked closely with leading consumer brands such as The White Company, Moonpig and Sweaty Betty to build their online presence, increase market share and drive transformation.

Highlights include managing leading leisure brand Sweaty Betty's global eCommerce business, accelerating Hobbs' domestic and international online sales and launching TKMaxx.com, which opened an entirely new route to market for the European retailer.

As well as being an innovative entrepreneur, Gabrielle was on the board of Tate Enterprises, the commercial arm of Tate Galleries, for over ten years, stepping down in 2023. She helped the cultural institution get creative in reaching new and wider audiences via its digital presence.

She is a board advisor for Planks, a British skiwear brand, and non-executive director for Ultra Commerce, an ecommerce platform, and K3 PLC, a technical solutions provider for the fashion industry.

Gabrielle received an MBA from The Wharton School of Business.



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“Thank you again for your introduction to Gabrielle - she was wonderful . . . The whole experience question is so on the money in every aspect of our lives these days . . . food for thought!”

Owen James

“Gabrielle has a vast knowledge of technology, e-Commerce and scaling internationally. She ensures that every session she hosts is both enlightening and entertaining for the audience. With Gabrielle, you have a really safe pair of hands and someone who is an absolute pleasure to work with.”

Forgather

“Fantastic discussion. The best ‘webinar’ I’ve attended all year. I love the engagement of Gabrielle and the know-how of the panel. The feedback on her session was unanimously positive. As always she was a delight to work with, accommodating, considerate and professional.”

Tealium

“The event was a huge success and Gabrielle was perfect.”

GHD

