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Retail Champion Clare Bailey Appointed as Director of the Institute of Sales Professionals (ISP)

Clare Bailey, one of the UK's most trusted retail experts and founder of The Retail Champion, has been appointed to the board of directors of the **Institute of Sales Professionals (ISP)** – the UK's only professional body solely focused on advancing the sales profession.

With a career spanning more than 20 years across retail strategy, business development and consumer behaviour, Clare's appointment marks a significant milestone not only for her, but for the sales industry at large.

"I'm honoured to join the ISP Board at such a critical time," Clare said. "Sales is the engine of every successful business, but it's too often undervalued or misunderstood. It's time to treat sales as the serious, skilled profession it is – and I'm proud to play a part in that mission."

The ISP exists to **elevate sales into a recognised, respected profession** – with rigorous standards, ethics, and education at its core. Clare's expertise in building commercial growth strategies for businesses of all sizes – from high street independents to national brands – adds deep commercial and practical insight to the board.

Her appointment aligns perfectly with her personal mission: helping retail and B2C brands grow sustainably through ethical, strategic sales. As both a seasoned media commentator and real-world advisor, Clare brings a unique blend of boardroom vision and frontline know-how.

This role further strengthens her voice as a champion for professional standards in retail and beyond – making sure the sales leaders of tomorrow are equipped, empowered, and ready to deliver.

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[Link to Clare Bailey's press pack](#)