

Key Fact Sheet

Retail Strategy | High Street Expertise | Business Growth

About Us:

Accelerating Retail Success

The Retail Champion helps ambitious retailers and the businesses that supply or serve them; scale faster, run smarter and grow stronger.

We work with founders and leadership teams who know where they're going but want experienced, strategic support to get there faster. From pricing and process to growth planning and go-to-market strategies, we bring the clarity, structure, and commercial edge that makes the difference.

Whether it's a short-term project to ignite progress, or long-term fractional support as part of your leadership team, we're here to accelerate your journey to success.

Our Mission & Values

At The Retail Champion, we help retail and consumer brands unlock their potential through actionable strategy, expert insight and a no-nonsense commercial approach.

We believe in:

- **Retail that works** – commercially sound, customer-focused and operationally efficient
- **Clear strategy, real results** – no fluff, no jargon, just what works
- **Supporting retailers of all sizes** – from challenger brands to household names
- **Championing UK retail** – through media, events and direct support
- **Long-term impact** – not just a plan on a shelf, but change that sticks

If you're looking for a results-driven **retail consultancy in the UK**, this is where the transformation starts.

Meet Clare Bailey – The Retail Champion

One of the UK's most trusted voices in retail, Clare Bailey (previously Rayner) is a leading retail consultant, sought-after speaker, and passionate advocate for high street and consumer-facing businesses.

With over 35 years of hands-on experience and a proven methodology to drive growth, Clare and her team deliver commercial impact, strategic clarity, and standout results across the retail sector.

Meet Our Lead Consultants

Kim Hulse - Strategy, Marketing & Transformation Lead

Kim sees around corners. A master of big-picture thinking and pinpoint precision, she specialises in strategy that sticks — from scaling startups to delivering board-level transformation in global brands. Formerly a product manager for a £500m high street name, Kim also supports high-growth retailers with product lifecycle management, range reviews and commercial planning. Whether it's brand positioning or marketing strategy, she turns plans into real-world results.

Steph Briggs – eCommerce Copywriter & SEO Content Specialist

Steph combines strategic thinking with creative flair to write copy that sells. A specialist in Shopify and eCommerce, she creates high-converting product descriptions, search-optimised blogs, and brand messaging that resonates. Whether refining your tone of voice or telling your story through compelling content, Steph ensures every word works harder to drive visibility, engagement, and results.

Scott Storey – Retail Operations & Profitability Consultant

With deep experience in large scale, multi-site retail, Scott fine-tunes your operations for maximum margin. He's all about the practical fixes that drive results.

Sophie Walton - Email Marketing & CRM Specialist

Sophie makes email your secret sales weapon. From list-building strategies to irresistible campaigns, she turns inboxes into income nurturing leads, boosting conversions, and keeping your brand front-of-mind.

Frances Brown – Visual Search & Social Media Strategist

Fran helps your products get seen *and* sold. A Pinterest powerhouse and social discovery pro, she specialises in visual search, trend spotting and turning scrolls into sales. From pin-worthy content to platform strategies that drive results, Fran puts your brand in front of the right eyes and keeps it there.

Zana Busby – Business & Consumer Psychologist

Zana helps retail leaders get the best from their people and connect more deeply with their customers. With 35+ years of experience and a master's in business psychology, she blends behavioural science with practical strategy to boost performance, wellbeing and loyalty. From leadership coaching to customer insight, Zana brings the human edge to every brand.

Meet the full team [here on our website](#)

Contact Us

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Let's Work Together

Whether you need a keynote speaker, a retail transformation strategy, or place-based consultancy that delivers results, our team is ready to help.

Get in touch at champion@retailchampion.co.uk to book a discovery call.

