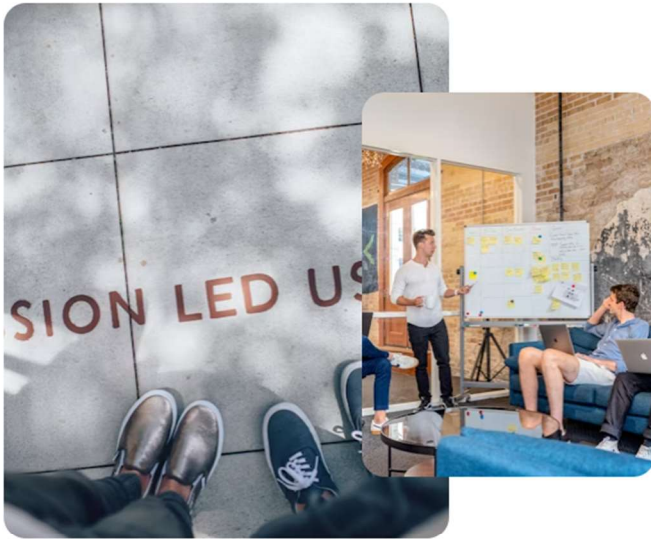


# Craig Wheeler's Career Journey

Explore my 20+ year career, highlighting foundational phases, retail evolution, and Southeast Asia experiences.



## Executive Profile

I am a customer centric business builder, looking enough in my career to have covered almost every business activity.

I have enjoyed roles covering the full CXO alphabet (CEO, COO, CFO, CCO, CDO, CTO & CIO).

I am at my best when there is a significant challenge, whether rescuing a floundering business, growing a start ups revenue or driving change (cultural, digital or process).

My approach is always customer first, drive team performance and happiness, deliver ROI, growth and profitability.

## My Professional Journey

Explore my 20+ years of diverse expertise, spanning foundational building, retail, digital innovations, and experiences across Indonesia and Southeast Asia.

Always a builder, always customer focused and always with an eye on the bottom line.



## Major Achievements

✓ At Koltiva I delivered in 6 months of 2025 more than the full sales for 2024, while also launching new services and a fintech solution.

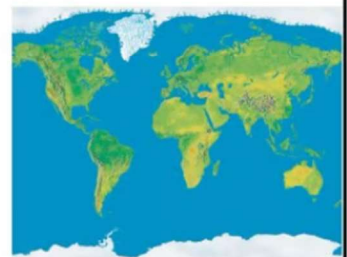
✓ At Shipper I delivered 120% growth, while churning 50% of unprofitable revenue from poor performing business streams and churning 90% of customers to eliminate. I transformed the gross margins to be profitable and launched Aloshop as a ecommerce enabler. I helped Shipper move towards profitability

✓ At Kanmo Group I increased omnichannel revenues by 40x, launched 80 marketplace stores, 13 websites and 2 apps, while driving CLTV through significant growth using Kanmo Circle loyalty. Additionally drove NPS scores above 70, and delivered ROAS on marketing of above 10.

✓ In Europe I drove growth, improved margins, reduced stocks, delivered lower cost to serve, delivered digital innovation, implement new processes & improved customer experience for more than 10 businesses.

### Countries Worked

I have gained experience in the UK, Jersey, Indonesia and the Netherlands.



### Offices and Stores

Additionally, I have run offices, stores or warehouses in **France, Germany, Sweden, Belgium, the Czech Republic, Austria, Ireland, Luxembourg, Columbia, Ivory Coast, China, Thailand, Vietnam, Philippines, Hong Kong and India.**

### Languages Used

While my language skills are limited, I have ran teams and built websites using **multiple languages** including French, German, Swedish, Spanish, Portuguese, Russian, Mandarin and Indonesian.



# Craig Wheeler's Career Journey

Explore my 20+ year career, highlighting foundational phases, retail evolution, and Southeast Asia experiences.



## Career Overview





Insights from over 20 years of diverse professional experience.



Indonesia & SEA



Living and learning a new culture away of working.

Indonesia					
Role		Consulting	Chief Commercial Officer	Chief Customer Officer	VP Digital and Omnichannel
Company		Delivering Digital Change	Koltiva	Shipper	Kanmo Retail Group
Logo					
When		2024/2025	2024	2022-2024	2020-2022
Countries		Remote	Global, HQ Indonesia, Regional team in SEA, EMEA and the Americas.	Indonesia, Thailand & China	Indonesia
Brands		n/a	n/a	Aloshop - The Ecommerce Enabler	Mothercare, Nespresso, Coach, Kate Spade, Havaianas, Adidas and many more
Customers		Kargo, Blitz, NymbleUp, Magpie, Baskit & many more	Nestle, Unilever, Bridgestone, Sinarmas and many more.	Shopee, Tokopedia, Lazada, JNE, Sicepat, Sirclo & mana more.	Watsons, Guardian, MAP etc.
Industry		Delivering Growth for Brands, SaaS solution Providers & more.	SaaS - Agritech and other related Agri solutions	Largest Logistics start up in SEA.	One of Indonesia's largest retail groups, also Distributor.
Department Responsibilities	Commercial	Y	Y	Y	N
	Sales/Marketing	Y	Y	Y	N
	Account Management	Y	Y	Y	n/a
	Ecommerce	Y	Y	Y	Y
	Digital Marketing	Y	N	Y	Y
	Customer Services	Y	Y	Y	Y
	Logistics	n/a	Y	Y	Y
	Product Strategy	n/a	Y	Y	Y
	CRM/Loyalty	Y	N	Y	Y
	Commercial Finance	Y	N	Y	Y
	P&L Responsibility	Y	Y	Y	Y



# Craig Wheeler's Career Journey

Explore my 20+ year career, highlighting foundational phases, retail evolution, and Southeast Asia experiences.



Digital & Retail

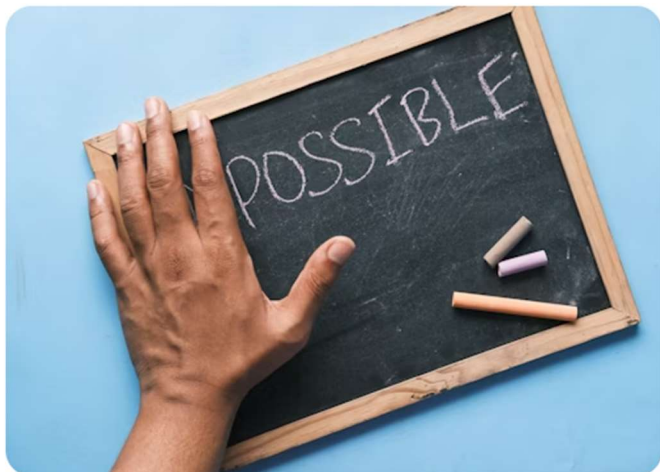


Navigating retail transformation through innovative digital strategies.

Retail									
Role	Founder & COO	VP Digital & Omnichannel	CEO	COO	Group Ops Role	COO	Ecom Ops	Head of Operations	Head of Supply Chain
Years	2022-24	2020-2022	2018-2020	2017-2018	2012-2017	2008-2013	2007-2008	2005-2007	2003-2005
Company	Aloshop (Part of Shipper)	Kanmo Group	Pabo	Scotts	Feelunique / Sephora	Play.com / Rakuten	Dixons	HSN	QVC
Brands	Jordan, Mamasuka & many more	Kate Spade, Coach, Nespresso, Havaianas, Mothercare & many more	Pabo, Beate Uhse, Adam et Eve	Scotts, Bloom and 6 others	Feelunique	Rakuten, Play.com, Priceminister, Buy.com	Dixons, PC World, Currys & Fixmania	iBuy TV	QVC
Countries	Indonesia	Indonesia	Germany, France, Austria, Netherland, Belgium, Czech Republic & UK	UK	global websites located in Jersey, UK, France, Germany & HK	Jersey, France & USA	UK, France (& Sweden Project)	UK	UK (& German Project)
Websites	0	13	7	6	10	3	5	1	1
MP stores	40	80	10	2	was also MP	Marketplace & Retail business	2	0	0
Outlets	0	200+	60+	6	10	0	1000+	0	2
Categories	Beauty, Baby, Fashion, Food, Electronics	Baby, Children, Fashion, Shoes, Beauty, Food	Lingerie & Adult	Home, Fashion, Accessories, Kitchen, Garden, Electrical	Beauty & Health	Media, Fashion, Sports and Gadgets (12)	Electrical	ALL	Fashion, Jewellery, Home & Electricals
Max Team Size	20	120	600	60	250	2500	500	30	100
Areas of Responsibility	Stores	n/a	n/a	Y	Y	N	n/a	N	n/a
	Omnichannel	n/a	Y	Y	Y	Y	n/a	Y	n/a
	Ecommerce	Y	Y	Y	Y	Y	Y	Y	n/a
	CS / CX / UX	Y	Y	Y	Y	Y	Y	Y	Y
	Product	Y	Y	Y	Y	Y	Y	Y	Y
	Operations/Logistics	Y	Y	Y	Y	Y	Y	Y	Y
	Accts or Comm. Finance	Y	Y	Y	Y	N	N	N	N
	B2B	Y	Y	Y	N	N	N	Y	N
	Marketing	Y	Y	Y	Y	Partly	Partly	N	N
	Category Management	Y	N	Y	Y	Partly	Planning	For Ecom only	Planning
	P&L Responsibility	Y	Y	Y	Y	Y	Y	Y	Y

# Craig Wheeler's Career Journey

Explore my 20+ year career, highlighting foundational phases, retail evolution, and Southeast Asia experiences.



**Foundation Building**



Laying groundwork for future successes in career.

B2B						
Role		COO/CF0 role	Management Accountant	Assistant Accountant	Commercial Accountant	Payroll Roles
Company		Matrox	Morton Foods	Bonar Carton Systems	Kode Computers	2 companies
Brands		Matrox & Adobe	Morton / Dalgety (now Kerry)	Bonar	Kode	Nationwide & Zurich
Countries		EMEA - with offices in UK, France, Germany & Ireland.	UK	UK	UK & Ireland	UK
Industry		IT Software & Hardware Distribution	Food Ingredients Manufacturer	Food Machinery Manufacturer	IT & Software Services	Finance
Department Responsibilities	Finance	Y	Y	Y	Y	N
	Fulfilment	Y	Y	N	N	N
	Planning	n/a	Y	Y	n/a	n/a
	Buying	Y	Y	Y	n/a	n/a
	Sales/Marketing	N	N	Spares	N	N
	Internal Sales/Marketing	Y	N	n/a	N	N
	IT/Technology	Y	Y	Y	Y	N
	CS	Y	N	Y	N	N
	HR/Payroll	Y	Y	Y	Y	Y
	Import/Export	Y	n/a	n/a	n/a	n/a
	P&L Responsibility	Y	Y	N	N	N



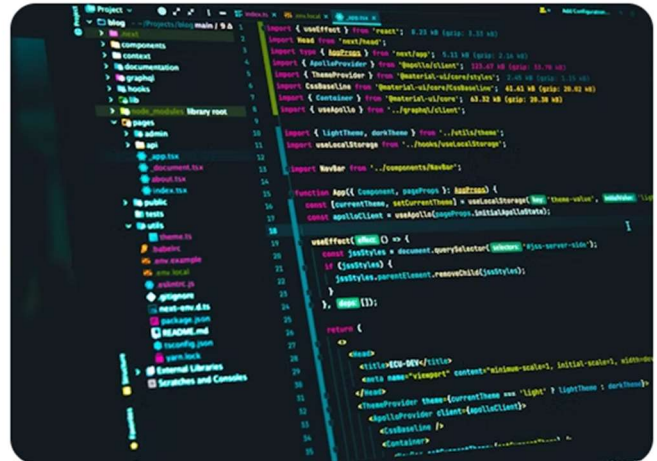
# Craig Wheeler's Career Journey

Explore my 20+ year career, highlighting foundational phases, retail evolution, and Southeast Asia experiences.



## Career Technical Overview

Over 20 years Technical innovation, delivering change through digitalization.



### Short Notes on Craig Wheelers extensive Technology experience (SW systems only - excludes Hardware and general Office software)

Sample of systems and solutions implemented, but over 100 extra EDI, mini systems and sub systems implemented as well

Roles (most recent first)	Lead Product/Project teams for systems implementation, development or Support	ERP	WMS	Added extra WMS automation, or process management solutions	Transport / Supply Chain / Traceability	Drop Shipping	Demand Planning Software / Procurement	Manufacturing	OMS solutions	PIM	Ecommerce	Apps	CS, CX and/or CRM Solutions
Koltiva	X	In-house	n/a		X	X	X			X	In-house	X	X
Shipper	X	n/a	Bespoke Honeywell (sold to third parties)		X	X	X		X	X	Shopify	X	X
Kanmo	X	n/a	Manhattan		X	X	X		X	X	Magento / Salesforce / Shopify	X	X
Beate Uhse	X	Dynamics	In-house		X	X	X		X	X	SAP		X
Scotts	X	IBM	In-house	In-house	X	X	X		X	X	IBM		X
Feelunique	X	Navision	90% bespoke Navision - resold to reseller as out of box Ecom solution	In-house	X	X	X		X	X	In-house	X	X
Play.com	X	In-house	In-house (x2) and then Manhattan due to over 1m SKU's	In-house	X	X	X		X	X	In-house		X
Dixons	X	n/a	In-house	In-house	X		X		X	X	In-house		X
HSN	X	Navision	Navision (50% bespoke)	In-house	X		X		X	X	In-house		X
QVC	X	SAP	In-house	In-house	X		X		X	X	In-house		
Matrox	X	Mapics	Mapics			X					In-house		
Dalgety	X	In-house	In-house				X	X					
Bonar	X	Multisoft	Multisoft					X		X			X

Throughout my career I have implemented ERP and WMS solutions, in every case I have been the project owner and have taken very hands on ownership throughout the full project lifecycle - from needs analysis, managing coping workshops, writing design briefs, managing integrations with existing systems, managing change within teams through to go live and then managing ongoing support teams.

I have delivered 100% in-house projects as well as off the shelf solutions (both large and small).

I have a 100% success rate of on time delivery and have only ever had to do minor roll backs on new feature post go live, I excel at bringing people on the journey obtaining buy in from all stakeholders, this is helped by my own broad commercial experience where I can easily empathise with the challenges of teams affected by new implementations or systems changes.

With the exception of implementing SAP (which is not very configurable or easily bespoke) I have always delivered low cost bespoke solutions to ensure that my organisations unique business needs are catered to, while also ensuring that a new systems implementation allowed for delivery of all process and customer facing improvements we needed within the organisation.

I have worked on massive scale solutions, including integrating massively automated warehouses, both for B2C and B2B - I have managing setting up a 35m black out automated Pallet warehouse, and a 200k sqm facility.

Many of my implementations of ERP have been in multi-site and even multi-country/language. For the WMS side I have implemented linked and disconnected multi-warehouse solutions in multi-countries, including full integration with Drop shippers, retail stores and marketplace sellers, working with millions of SKU's.