



Oxford Retail Masters Forum 2012

Caroline Billingham Scholarship Winner 2012

Caroline Billingham is the Retail Operations Manager UK for Diesel, a casual alternative to luxury, lifestyle brand. Although Caroline had 20 years experience of working in fashion retail, she felt that attending the Masters Forum would allow her insights into the future of retail and the opportunity to network with and learn from other retailers.



She said: "I learned so much over the four days; more than I originally thought I would. I feel I have developed my skills in different aspects of retail, and there are already quite a few initiatives that I am looking at putting into practice."

"It really does give you a chance to reflect on what you know and don't know, and the ability to then go back to your business and influence it in a different way."

She went on: "The Forum is a fabulous way to learn and develop new skills. Working with different retailers from different sectors and also listening to industry experts gives you a great insight into the bigger picture of retailing. It really does give you a chance to reflect on what you know and don't know, and the ability to then go back to your business and influence it in a different way. When I arrived, I thought I knew more than I did, but I also learned that I knew more than I thought I did!!"

One of the key benefits for Caroline was the chance to network with other retailers: "It was interesting, thought provoking, made me reflect on my skills and how I do things, and gave me a much more rounded view and insight into what other businesses' key priorities are."

Caroline felt the whole experience was very rewarding and that she would return to her 'day-job' inspired and keen to apply what she had learned: "I am already working with our Marketing team on a new approach to multi channel. I am also developing some new ideas to pass on to my Managers at their next meeting."

The course was hard work but at the end I felt I had really accomplished something. I would definitely recommend the Masters Forum."

