

JOEL N. RENDLE, LLB

Head of Digital Delivery | Senior Digital Programme Manager

An experienced ecommerce senior manager with hands-on and strategic experience in retail, telecoms, hospitality, travel, and law. An experienced negotiator, programme manager and a qualified lawyer, with over 25 years of experience in senior strategic digital roles, delivering measurable commercial improvements, this leader has a proven history of driving change through aligning and improving IT systems and business processes.

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Education

Project Management
Institute
Project Management
Practitioner (1998)

Duty Solicitor Training
Programme (1995 - 1996)

The University of Waikato
Bachelor of Laws (LL.B.)
(1992 - 1995)

Travelodge Hotels Limited

August 2018 - March 2023

Digital Programme Manager

At Travelodge I was accountable for delivering the digital initiatives across the company and owning the digital strategic roadmap. Within that I was also responsible for risk and budgetary management, SecOps, DevOps and compliance. Leading a team of 25, I improved and replaced legacy systems, built new microservices solutions, created a large suite of new B2B online tools, and produced web and app solutions for the business. These new features contributed to online **sales growth of more than 20% in 2022** above pre-covid levels, delivered through £0.5m-£2m multi-quarter initiatives designed to increase revenue via conversion improvements or reduce cost through automation and efficiency gains.

FirstGroup Rail

July 2015 - July 2018

Ecommerce Programme Manager

I was tasked with leading a multi-year delivery programme for 5 new websites, 2 new apps, a replacement CRM programme and multiple streams of new business processes, resulting in **online revenue increase of £18m annually and cost savings of £2.5m annually**. Further user and multivariate testing, as well as web improvements resulted in **38% revenue growth** on release of a new customer app, and **46% conversion increase** on a new website launch.

Bettys & Taylors Group

August 2011 – June 2015

Head of Multichannel Retail

My role at Bettys & Taylors Group was to take responsibility for an existing online and catalogue business, develop a strategic plan for a future-focussed integrated multichannel solution, manage the P&L, and grow the business. In four years, I **grew sales from £1.5m to £4.8m** and trading profit from breakeven to £400k. To achieve this, I **tripled customer numbers** to 120k through email marketing, SEO and social marketing channels.

Tesco

August 2008 – August 2011

Head of Ecommerce, Subsidiary Unit

Tesco acquired Home & Garden retailer Dobbies and recruited me to head up its ecommerce function. Reporting directly to the MD, I had full P&L accountability and was also responsible for ensuring a seamless multi-channel customer experience. I undertook a divisional restructure and a full review of fulfilment and customer service processes, followed by delivery of a 2-year technology and systems replacement programme, **increasing conversion from 2.2% to 4.6%, YoY turnover by 38.4% and net profit by 24.0%**.

Boots

August 2007 - August 2008

Consultant Project Manager

Tasked to deliver and integrate a new CMS for Boots.com, I worked closely with the business and adopted an Agile project management approach, and created a repeatable loop of business review, requirements gathering, change management, design and development. Through an RFP process, we selected a bespoke solution and I worked closely with C-level stakeholders to ensure the deliverables and outcomes remained aligned to business goals.

Key Skills

Programme Management

Cross-functional Team

Leadership

Ecommerce and Digital

Strategy

Business Process

Improvement

Vendor Management

Risk Management

Agile Methodologies

Budgeting

P&L Ownership

Software Engineering

Business Analysis

Product Development

Customer Relationship
Management (CRM)

Product Management

Rendle Consulting

January 2006 – August 2007

Consultant Head of Online

After developing several contacts, I opened my own consulting business, where I worked for a number of blue-chip clients including Dixons Group, Regus Group, and Phones 4U.

Regus Group

August 2006 – August 2007

Consultant Head of Online

I was given 12 months to take primary responsibility for the strategic direction and profitability of Regus Group's customer-facing worldwide ecommerce channels, including 60+ international websites and a 4000-user intranet. I managed senior stakeholders in IT, marketing and sales to approve an online B2B strategy then recruited a team to deliver a profitable and scalable website development programme, including driving business transformation and process improvement, **growing channel revenue by 32% and reducing operating costs by 26% as a result.**

Dixons Group

January 2006 - August 2006

Consultant Project Manager

I was contracted to deliver a new fulfilment solution to power Dixons, Currys and PCWorld websites. My role was to lead, develop and deploy a shared fulfilment platform in 8 months, with line management responsibility for 60 staff and management of 34 third parties.

Carphone Warehouse

August 2004 – January 2006

Head of Online & Direct Sales

I was given accountability for delivering the Carphone Ecommerce IT strategy with a budget of £18m, driving business transformation and change management, halving the required time to get products to market. Managing a team of 30, I delivered a major re-platforming project, driving fulfilment automation plans which resulted in profitability improvement of over £250k and £3m in incremental revenue through upselling via customer self-service.

Amazon

March 2000 - August 2004

UK Website Development Manager

My key objectives were strategic initiatives to negotiate and agree website features and business goals and lead my team of 22 to deliver on these goals, as well as ensuring continuity of the website and supporting the business agenda. I had responsibility for end-to-end delivery of all major initiatives at Amazon.co.uk, including Wishlist, Marketplace, and Amazon Web Services (AWS).

Tower Financial Services (NZ)

August 1997 – March 2000

Ecommerce Project Consultant

I was tasked with overseeing project management and delivery for a variety of ecommerce related endeavours, including the creation of an ecommerce service environment for new and existing clients, streamlining business processes to increase efficiency in several back-office activities and managing and promoting two corporate websites to increase direct marketing sales.

Barrister (NZ)

February 1996 – August 1997

Barrister in Private Practice

My client-centred practice dealt in family and matrimonial litigation and domestic violence. One highlight of my time in practice was being one of the first lawyers in the world to win a successful domestic violence protection order for a person from a same-sex relationship.