

Oliver MacConnell

2015 - today

Founder – Fashion Practice Academy UG, Berlin

The focus of all seminars is to introduce current scientific approaches from the area of fashion- and lifestyle research to Product- and Category-Managers in the fashion industry.

2013 - today

Professor of Business Administration and Fashion Management – bbw University of Applied Sciences, Berlin, Germany, www.bbw-hochschule.de

- Product development, trend research, customer behaviour
- Hybrid management – Corporate control of creative processes
- Fashion marketing and communications

2012 - today

**Freelance consultant/facilitator in the creative industries based in Berlin, Germany
www.MacConnell.de/en/**

- Development and restructuring of buying organisations
- Implementation of design processes (incl. retail/design cooperations)
- Lecturing and teaching at academies in Germany and Switzerland

2009 - 2011

Business Unit Director – Kaleidoscope Ltd. (FG Holdings), Leeds/London, England
Budget responsibility: £100 million

Key activities:

- Development of organisation structure (particularly buying and controlling)
- Development of suitable product language for target groups
- Optimisation of cost structure by utilising intra-group synergistic effects

2002 - 2008

Head of Buying – Josef Witt GmbH, Germany
Budget responsibility: €80 million

- Design and control of seasonal catalogues
- Asia representative for offices in Hong Kong and Bangkok

1997 - 2001

Consultant and teaching activities, Germany

- Collaboration on various design and product development projects
- Faculty head and teaching activities in Fashion Design and Design Management at the *AMD Akademie Mode Design* (academy of fashion and design) in Hamburg, head of academy at Düsseldorf centre

1993 - 1996

Buying assistant – Otto Versand, Germany

- Collection development for specific target groups
- Administrative buying support

Oliver MacConnell

1990 - 1993

Business Studies – Wiesbaden University of Applied Sciences, Germany

Main focus: product development/marketing

Diplom-Betriebswirt (FH) / Master of Business Administration

1988 - 1989

Assistant to Karl Lagerfeld – Karl Lagerfeld S.A., Paris, France

- Accessory design
- Illustration of collection brochures
- Fabric buying and atelier assistant

1987 - 1989

Fashion Design Studies – Studio Berçot, Paris, France

Diplôme de stylisme de mode / Master of Fashion Design

1984 - 1986

Dressmaking apprenticeship – Hoffmann-Stubbenhagen bespoke tailors, Wiesbaden, Germany

Gesellenbrief / Apprenticeship graduation certificate

Additional...

- **Co-founder of the German Fashion Council in Berlin, Germany**
(independent consultant network supporting and promoting young German Fashion Designers)
- **Co-founder of the ‘GenjoAn’ Zen centre in Hamburg, Germany**

Languages:

- **German** (1st native language)
- **English** (2nd native language)
- **French** (fluent)

Oliver MacConnell



Prof. Oliver MacConnell

Fashion Practice Academy
www.MacConnell.de

Oliver@MacConnell.de