

JONNY HEWLETT



Internationally Renowned Expert on Branding, Retail and Change

Jonny Hewlett has more than two decades of experience in C-suite level general management, trade marketing and commercial experience at three of the strongest companies in their respective fields. Since December 2019 he is Venture CEO for w'air, a sustainable clothing care project of Pilot Lite.

Jonny Hewlett began his career with Procter and Gamble. In 1997, he joined P&G's Fine Fragrance division. His initial brief was to create a Global Trade Marketing department which merged 2 very disparate organisations both culturally and geographically. Following this, he was assigned to lead the acquisition of Jean Patou Parfums, a small French based fragrance manufacturer which was to result in making the Lacoste brand a truly global player for P&G Fragrances, as well as helping establish a P&G affiliate presence in France. In 2002, he became Global Market Strategy and Planning Director for P&G Fragrances (now re-branded as P&G Prestige Products) and helped to build Lacoste and Hugo Boss into leading market positions across the world.

In 2008, after 16 years at P&G, Jonny Hewlett left the company to join Diesel, the Italian based fashion giant, to be the Managing Director for the UK and Ireland. During his first couple of years, his challenges were to turn the UK affiliate around in sales and profit, re-structure the wholesale team to drive key account management and joint business planning partnerships with all major customers, re-evaluate the UK retail strategy and drive organisational change to embrace career development and a coaching culture across the business. In January 2016, Jonny took on a new role as CEO of Greater China and then in January 2017 became Regional Director of Europe for Diesel. In September 2018, Jonny Hewlett joined LVMH as their Chief Commercial Officer for the Marc Jacobs brand based in New York.

Jonny Hewlett focuses on driving organisational change, integrating different cultures and re-applying proven approaches from other industries to achieve breakthrough results. Transitioning from the corporate FMCG world of Procter & Gamble to the fashion group Diesel has provided a broad spectrum of experience in areas such as leadership, change and trade customer management.

Topics (Selection):

- Leadership
- Change Management
- Branding
- Retail (especially concession retailing)
- Key Account Management