



Leading Irish and UK retailer appointed Chairperson of Retail Excellence eCommerce Committee. Kieran O'Brien of Compu b takes up the helm

Retail Excellence, the largest retail representative body in Ireland, is delighted to announce the appointment of Compu b Head of Sales and Marketing for the UK and Ireland, Kieran O'Brien as Chairperson of their internal eCommerce Committee.

Retail Excellence eCommerce Committee leads the way in eCommerce training, standards and strategic planning for retailers with an omni-channel operation in Ireland. They maintain a number of partnerships with Google, Facebook, Twitter and eCommerce Europe along with collating monthly data from online sales, promoting the European Trustmark and assisting businesses comply with GDPR.

Speaking about the new appointments Deputy CEO, Lorraine Higgins said "Kieran O'Brien is a wonderful appointment to the Chair of our eCommerce Committee and I am delighted he has agreed to take on the leadership of it. Working with one of Ireland's leading omni-channel retailers, Kieran has vast experience and insights on the intricacies of eCommerce which will prove invaluable to all".

"I have no doubt Kieran will make a valuable contribution in shaping and developing future plans, direction and policies in tandem with existing members of the Committee".

"We have much planned for the remainder of this year and in the longer term to try and resolve the huge issues facing retail. It is testament to the strength of our organisation that we can call on the quality and advice of our eCommerce members to come up with solutions to the challenges facing with us".

"With the rapid development of online shopping it is an exciting time to be working with the Committee and I would like to thank all members for their hard work and dedication and I look forward to working for them for the betterment of the industry as a whole" Lorraine Higgins concluded.

Kieran O'Brien said "I am delighted to take on the role of Chair of the Retail Excellence eCommerce Committee and would like to thank outgoing Chair Paul

Kealy for his outstanding contribution over the past 18 months. Using my experience as Compu b, UK & Ireland Marketing Manager I hope to bring a full service marketing viewpoint to how eCommerce sits within a large scale retail operation and how your site should reflect the traditional instore customer experience as much as possible”.

“With two thirds of Irish retailers still not selling online, the aim of the Committee is to help retailers of all size and scale not only embrace online selling but also advise and educate as to best practice for the future. In addition we will continue to represent all online retailers in voicing their concerns at a governmental level as to levelling the playing field with regards to collection of VAT from retailers based outside the EU”.

“The committee is lucky to be made up superb representatives from a cross section of sectors, with major multiples sitting side by side with small independently owned operations, sharing their expertise on a regular basis. The activities of eCommerce committee has been managed superbly by David Campbell, Retail Excellence eCommerce Manager who’s daily work on behalf of eCommerce retailers is a credit to the organisation”.

Ends ——

Contact Lorraine Higgins 087 9034883

About Retail Excellence

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence represents almost 2,000 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.