

Having worked in the last 20 years with lifestyle and beauty brands in both luxury and premium retail, Penny Grivea has a long standing record of helping companies in their accelerated growth phase.

She began her career at Selfridges and Harrods where she worked in the PR and marketing teams for Beauty. She then moved to Greece where she worked for Apivita and back to the UK where she helped to establish Korres. As MD of George Jenson UK she helped drive the brand awareness and eventually as the MD for Rituals UK and Ireland where over the last 7 years she has increased turnover 16 fold and reached profitability.

Her success, at least in part, is down to the fact that she has worked with companies that in some way mirror her values and are aligned with her appreciation for artisanship, uniqueness, well-being and putting people at the heart of everything.

Penny has the uncanny ability to know how to communicate these values to her teams and through them her customers.

She has built a reputation as a dynamic, authentic, and visionary leader capable of building brands and breaking new ground. Much of her success can be attributed to her talent for developing and inspiring high-performing teams.