



Landsec

## Press release

**Title** Landsec announces new, customer-centric approach to accelerate the Group's retail strategy  
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### Landsec announces new, customer-centric approach to accelerate the Group's retail strategy

Landsec has today announced the formation of a new retail structure focused on creating closer relationships with its brand partners as part of its "Reimagine" strategic pillar. This latest move demonstrates further strategic momentum and aims to forge closer relationships with existing and emerging brands, elevate the Group's retail destinations and curate guest experiences that can't easily be replicated online.

The new structure will replace the previous, asset management-focused approach with three key areas: brand management, channel management and guest experience. The new customer-centric approach will leverage innovative technology and data-driven insights, giving Landsec a deeper understanding of the guest experience. This allows Landsec to support its partners with the right spaces at every stage of their relationship with Landsec.

The three core areas of the team are:

- **Brand account management:** will act as a point of contact for its brand partners, who will benefit from the team's deep sector knowledge to secure strategically relevant spaces in prime locations, working across the entire retail portfolio.
- **Channel management:** manages the strategic planning of each asset including the placemaking vision and performance.
- **Guest experiences:** is responsible for creating great guest environments and experiences, through events and activations that drive footfall to our retail destinations.

Following on from the appointment of Bruce Findlay as Managing Director, Retail in December 2020, Landsec has also today confirmed the appointment of Nik Porter to the newly created role of Head of Retail Brand Account Management further bolstering the Group's in-house retail expertise. With a career in the retail industry spanning 15 years, Nik joins Landsec from 7 For All Mankind, having spent three years as Director of Retail Operations. Prior to that he held roles with All Saints and Hackett London.



**Bruce Findlay, Managing Director – Retail, Landsec** said *“We want to forge deep brand partnerships with our customers built on the simple idea that their success is our success. To do that, we must make it easy for them to succeed and we are constantly striving to develop new ways to help them do that. The creation of a new operating model is a crucial step in our journey to becoming a customer-centric business as we develop new mutually beneficial ways of working together with our brand partners. This new approach is built on insight and experience, we’ve spent time talking with our brand partners through a series of round tables to really get under the hood of what they need and how we need to change to meet those opportunities together.”*

**Nik Porter, Head of Retail Brand Account Management, Landsec** said *“I’m thrilled to be joining Landsec at such an exciting time. The breadth and depth of skills in the business is second to none. Whilst the industry has been through a difficult time, Landsec’s ability to quickly adapt and respond to the ever-evolving face of retail with an innovative and creative mindset will clearly set us apart.”*

**Ends**

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## **About Landsec**

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a £11 billion portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

Landsec’s £1bn regional retail portfolio comprises over 8.1m sq ft of floorspace across the UK. It owns shopping centres in major retail locations across the UK including Bluewater, Kent, Trinity Leeds, White Rose, Leeds and Westgate Oxford. Its five outlets offer a vibrant and engaging experience in locations such as Gunwharf Quays, Portsmouth, Braintree Village and Clarks Village, Street. Its top ten regional retail customers include H&M, Primark, Boots and Next.

Find out more at [landsec.com](https://www.landsec.com)

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