

runlegacy



# run legacy

[www.run-legacy.com](http://www.run-legacy.com)

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Consultancy and Business Services | January 2023



## BACKGROUND

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Run Legacy consulting services is the combination of over 16 years in the running industry across retail and brand, plus 6 years commercial experience in recruitment and business development.

The founder's experience and knowledge in both retail and brand enables us to offer a unique service and tailor our experience to suit our clients size and needs. Our experience was shaped by a proven record at a multiple award-winning retailer within the run specialty market. Achieving industry recognised results in customer service, people development and management & sales. Transforming the business across retail operations, business leadership and culture plus proven results in business and brand strategy.

Added to this bedrock of experience is our understanding of how brands operate and function both direct with retail or through distributors. Our record of delivering brands to market and scaling through multiple channels gives us a wide angle lens view on markets which allows us to work with our clients for short term wins with long term relationships and sustainable growth.

People and Sustainability are at the core of everything we do. Working with individuals and teams we have empathy and curiosity to ask questions and provide insight which enables organisations to move forward. Working across retail, brand and different sports markets allows us to learn and advise, raise awareness and contribute to reducing the impact the sports industry has on the natural world. Leaving a legacy for future generations.



**Ben Lee**  
**Founder**

Director in retail operations, business owner, leadership and culture plus proven results in business and brand strategy.

Strategic thinker of retail and brand relationships in the sports specialty market.

Conscious leader of business through people and sustainability.

## SERVICES

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With all our service options, they really are a list of our key experiences that can be turned into action and support to contribute to your business. By our nature we offer a personalised service and act as an extension to your business and team. We collaborate with you to deliver a service that you truly need and that will add real value to your business.

### BRANDS

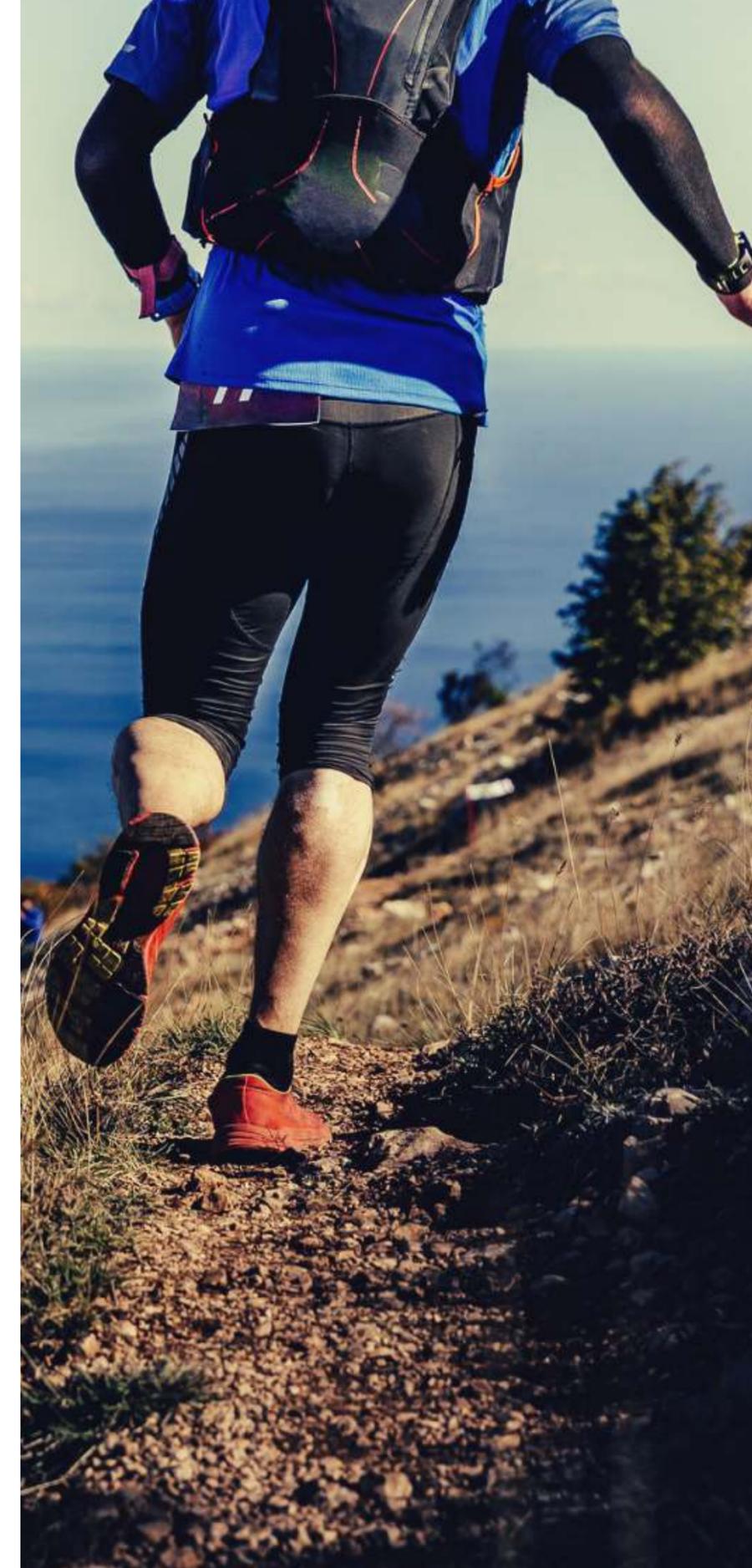


- **Brand management and strategy:** We can create one or develop your existing strategy.
- **Marketing and PR:** We are plugged into the industry and understand brand cycles and customer acquisition.
- **DTC and Wholesale operations:** We understand both very well and how to blend the two channels.

### RETAIL & BUSINESS



- **Operational:** Creating efficiencies through processes, KPIs, CSF's. We know how a retail business ticks.
- **Omni-channel strategy:** We can create, implement and manage this essential element in today's businesses.
- **Customer Service & Selling:** The art and science behind retail that will reach all areas of your business.
- **Creating and delivering culture:** We believe positive people culture wins. Embedding culture comes from the top.





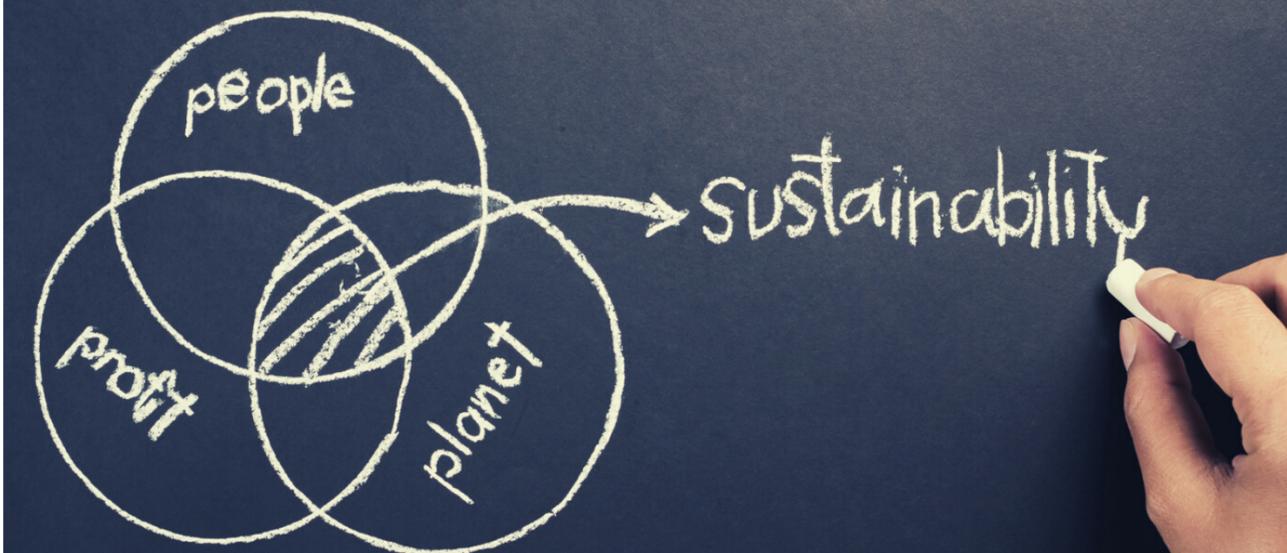
### PEOPLE

- **Leadership through people:** Creating a team of people, engaged in the business mission is critical. We can help you lead with purpose.
- **Team management:** Being empathetic, creating communication lines and structure for the benefit of your people and the business.
- **Mentoring and Coaching:** Listening, being curious and creating opportunity for safe feedback and growth.



### SUSTAINABILITY

- **Understanding the business opportunity:** Sustainability is the future and assessing your business through this lens will unearth growth for your business.
- **Cultural requirement and change:** Your people and the next generation expect it. You need to deliver on it.
- **Reducing risk and improving long term growth:** Legislation is going to impact your business. We can help you visualise alternatives and security.



## CREDIBILITY

“ It is so refreshing and so pleasing to meet Ben’s energy and enthusiasm for impacting positive change across the industry. This passion, matches our own, but his years of experience, knowledge and expertise are unrivalled. His insights have played an important part of shaping how we present Riixo to runners and communicate that better recovery results in better wellbeing. This project dovetailed another, where he set the pathway to Riixo achieving its Bcorp ambitions.

Ben is a passionate, driven and thoughtful guy. I’m looking forward to working with him on more projects in the future.

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**Richard Beswick, CEO Riixo**

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## CREDIBILITY

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From the initial conversations with Ben we knew that there was a great synergy between Rawvelo and Run Legacy and that it would be the right fit to help us establish a stronger foothold in the running industry. Ben's focus on working with sustainable brands and his shared affiliation to 1% For The Planet immediately appealed to us and it was clear that his network and experience would be a huge asset to our collaboration moving forwards.

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**Rawvelo Co-Founder, Jason Evans**

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## CREDIBILITY

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We are very excited and satisfied to have the team at Run Legacy as our partners for the UK & French markets and we're looking forward to a long and great partnership together.

We share the same values and Spektrum fits well in the great set-up that Run Legacy has. Ben and his team have quickly demonstrated an ability to build the brand across different sports and countries through new partnerships and their broad network. ”

**Spektrum Co-Founder and CEO, Andreas Nilemo**

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## OUR WORK

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**New Brand**  
Delayed market release  
Key store distribution  
33% of category within 4 months



**Retail & Brand Strategy**  
**Sustainability Strategy**  
**Run Market Relationship development**



**Agreed Partnership for Spektrum with  
IMG Prestige network**



**4 time winner**  
**Best Independent & Best Customer Service**  
**Retail & CS Director, Run4It**



**Key independent door distribution**  
**Double digit growth 2019 & 2020 years**  
**Best performing international market and  
brand management**



**6 week Project execution**  
**International launch of golf eyewear range:**  
**Players, teams and spectators hooked**



"Adapt or lose – Winning behaviours to run with"



Specialty Retail's Superpower For  
Winning Against ECommerce

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## CONTACT US

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