



WRKSHOP
Marketplace Positioning Agency

1_FOUNDED BY



Joost Van Pelt

20+ years of deep connection to consumer, product and marketplace, the triangle of a successful brand approach.

Specific Results 2014-2019

- NBHD: setting up a successful sneaker offence to get Nike back to a sustainable #1 position. // Identifying and hiring x-functional talent with deep consumer understanding. // Building a team of individuals and onboard them with the end goal.
- Scaling Sneaker Culture to a wider group of consumers whilst maintaining and elevating brand integrity using a seed, ignite scale approach.



Hannah Smith

10+ years of fast tracked sales leadership by visioning and implementing a consumer centric and sustainable marketplace.

Specific Results 2013-2019

- Footlocker Apparel: identifying opportunity, gaining trust with external leadership by building an in depth strategic plan and actualising the plan, adding mutual profitability to land the overall business in growth in a challenging market with the a benchmark to Footlocker Inc.
- Sportswear Sporting Goods: internally creating belief in a business channel where trust levels were extremely low. Turning the business around after years of decline, starting to sell lifestyle products again by creating a focused product assortment (less is more). Strategy and plan adopted by Nike Global.

2_WHY WE CREATED WRKSHOP

In 2019/2021 we respectively choose to leave our careers at Nike, to follow our hearts and embark on a new journey. We always thrived in a dynamic, fresh and connected office. So we opened our own space to bring this to life. We designed and renovated a 400 sqm garage space, inspired by our global travels and adventures. In the opening month we founded Wrkshop Run Club, which continues to grow and be our anchor to the community. Just over a year in we are thrilled to have attracted mind-blowing talent within our team, as well as continuing to expand and diversify our network by opening our space to the neighborhood, attracting creative business experts, entrepreneurs and more. In 2023 we are excited to expand our agency to work with brands that are looking for support from senior level executives that have proven record of results and experience, are passionate to do the right thing even if it's scary, love to think outside the box and authentically on the daily immersed in the market and connected to the consumer.

We believe Wrkshop has positioned us in a melting pot reflecting the new creative culture and approach to work that allows us to stay on the edge of the market and challenge the status quo by blending our experience with the here and now of the rapidly shifting market.

3_HOW WRKSHOP CONTRIBUTES

WE HELP BRANDS TO ACHIEVE CLARITY AND TAKE ACTION IN THIS CROWDED MARKETPLACE. TO BE WHERE THE CONSUMER IS AND GENUINELY RESONATE WITH THEM FOR THE LONG TERM.

We have a group of highly talented people working with us, as well as a huge network (ex Nike employees and beyond), this is constantly evolving via our office space, our travels and that we are the European partners for the expansion of Nike Alumni into Europe. . Together we have +30 years experience, 23 of which is pan European, as well as 5 years dedicated to the UK and Benelux. With our backgrounds and travel, we recognise the nuances and complexities of the marketplace and are able to think outside the box and advise our partners in what it looks like to inspire the market rather than be left behind. We build bespoke, focused, consumer right approaches on a brand by brand basis which will open new avenues, and challenge the business as normal approach.

Our experience in addition to Nike Sportswear and the largest European accounts, also includes the entrepreneurial Nike categories including Nike SB and ACG dealing with agencies across EMEA, selecting, expanding and cleaning up the marketplace to take business back in house. Allowing us to support brands in establishing and cleaning up the marketplace, and the knowledge of the right agencies in Europe. We also now have collectively 5 years of entrepreneurial experience in what it takes to launch and build a business.