

BERTIOLI

BY THYME

Sales & Wholesale Manager - Pimlico

We are excited to expand the Bertoli team with the addition of a Sales & Wholesale Manager - an exciting role leading commercial performance at our Pimlico store while developing selective luxury wholesale partnerships to extend the brand's reach.

As the first space outside of the Thyme estate to showcase the full Bertoli interiors collection, the Pimlico store represents a pivotal moment in the brand's growth. Located in the heart of London's most prestigious interiors district, the store serves three core objectives:

- Drive retail sales across the Bertoli range
- Generate interiors sales across DTC and trade clients
- Build and cement brand awareness for both Bertoli and Thyme

In addition to delivering these objectives, this role will unlock broader B2B growth through carefully curated wholesale partnerships aligned with Bertoli's premium positioning.

This is a hybrid commercial role requiring proactive in-store sales generation, high-value interiors relationship development and strategic wholesale expansion.

Key Responsibilities:

Pimlico Retail Sales Performance

Drive retail performance across key product ranges by generating store traffic through local partnerships and sampling initiatives. Deliver an exceptional in-store experience aligned with brand values, take ownership of revenue targets, and support the training and management of a Sales Assistant to maintain consistently high service standards.

Interiors Sales – DTC & Trade

Build and manage a targeted network of interior designers, architects, and high-net-worth clients, securing appointments to present the full interiors collection. Lead consultations and presentations, maintain a strong sales pipeline, and convert opportunities into revenue through consistent follow-through. Foster long-term relationships to drive repeat business and achieve interiors revenue targets across both direct and trade channels.

Brand Presence & Community Positioning

Ensure the Pimlico flagship reflects the best of the Bertoli interiors and lifestyle brand, acting as a confident ambassador within London's design community. Proactively identify brand-building opportunities and support events, partnerships, and client activations to enhance visibility and establish Pimlico as a key destination in the design district.

Wholesale Growth & Account Management

Identify and secure premium wholesale partners aligned with Bertoli's luxury positioning, developing a selective distribution strategy focused on quality over scale. Build strong relationships with key buyers, onboard new accounts with clear commercial terms, and ensure all partners reflect the brand's premium identity. Monitor account performance to identify growth opportunities.

Trade Readiness & Industry Representation

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Represent Bertoli at key trade shows and wholesale events, ensuring all materials, pricing, and line sheets are professionally prepared. Collaborate with Brand and Commercial teams to maintain consistent storytelling aligned with seasonal narratives and overall positioning.

Skills & Experience

- Proven experience in luxury retail, interiors sales or premium lifestyle brands.
- Demonstrable track record of proactively generating sales and converting leads into confirmed orders.
- Experience in wholesale sales, partnerships or B2B account management.
- Strong commercial mindset with the ability to balance revenue growth and brand integrity.
- Confident hosting appointments and presenting collections to designers and buyers.
- Highly self-motivated, entrepreneurial and target-driven.
- Strong organisational skills and disciplined pipeline management.
- Experience managing or mentoring junior team members desirable.

Success Measures (KPIs)

- Retail revenue growth across categories.
- Interiors sales revenue across DTC and trade accounts.
- Number and quality of interiors appointments secured.
- Conversion rate from appointments to confirmed orders.
- New wholesale partner acquisition and onboarding success.
- Growth in wholesale seasonal order value and account performance.
- Contribution to brand awareness within the London interiors community.

Why This Role Matters

The Pimlico flagship is both a commercial engine and a strategic brand statement.

This role ensures that Bertoli successfully translates the world of Thyme into a standalone London destination while also building selective wholesale partnerships that enable sustainable, luxury-led growth.

The right individual will not wait for opportunity - they will create it, convert it and scale it responsibly.

The Important Details

- Hours: Monday - Friday, 9am–6pm. Some Saturdays may be required on an adhoc basis.
- Location: Pimlico, London (with travel as required)
- Salary: competitive salary + commission

Please send your CV along with a short cover letter to: hr@thyme.co.uk

We look forward to hearing from you.