Oliver Lidford

Commercial Partnerships and Business Development

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I win new business and grow commercial relationships, taking responsibility from the first conversation through to delivery. My experience spans high-value agreements and key account growth at Hypebeast and Outlander, alongside brand onboarding and international expansion at MILE. Working across brands, retailers, media and agencies has given me a strong network and an understanding of what each needs from a partnership.

Commercial Expertise

New business development; key account growth; B2B sales; pricing and negotiation; proposals and pitching; pipeline management and forecasting; client onboarding; budgets and margins; cross-functional team leadership; retail and fulfilment partnerships.

Experience

Hypebeast Apr 2025 - Present
Brand Partnerships Manager | London

Commercial owner for fashion, retail and consumer brand accounts across Hypebeast, Hypebae, Hypeart and Hypemaker.

- Generated £1.19m in bookings between May 2025 and October 2026. Booked $876,555 in FY25/26, achieving 117% of my annual target.
- Won 27 bookings; 60% of booked value came from new or reactivated accounts, based on CRM analysis to 2 October 2026.
- Ranked first for pitch conversion at 46% and second for booked value per pitch at £22k among five established London salespeople in FY25/26.
- Own the sales process from prospecting and proposals through pricing, negotiation and client onboarding. Maintain pipeline forecasts, develop existing accounts and identify opportunities for repeat business.
- Lead and coordinate creative, production and account management teams across all my projects. Agree campaign scope, budgets, margins and usage rights, then manage client relationships through approvals, delivery and reporting.
- Built a sales CRM and automated pitching and media-planning workflows to address bottlenecks and support the wider sales team.
- Clients include JD, UNIQLO, lululemon and Bershka, with recent work on John Lewis collaborations. Agency relationships include Wavemaker, Publicis/Zenith, Havas, Exposure and Mindshare.

Outlander Magazine Oct 2024
Partnerships Project Lead | London

- Part of the three-person team that grew the commercial business from launch to £650k in revenue, developing luxury fashion, sport and lifestyle partnerships.
- Led new business, pitches and partner relationships for bespoke content and events. Agreed scope, budgets and delivery with brands and editorial, then managed clients and reporting.
- Brand partnerships included Saint Laurent, UGG, Lacoste, CELINE, Louis Vuitton and Bottega Veneta.

Experience Continued

MILE

Jan 2024

Founding Member and Technical Partnerships Executive | London

Members-only luxury shopping platform, now part of Hulcan alongside MATCHES.

- Led luxury brand partnerships and personally onboarded over 30 brands, from pitching and partner requirements through to marketplace integration and ongoing relationships.
- Led third-party logistics and warehouse expansion from one site to three across the UK, US and the Netherlands, supporting international fulfilment and growth.
- Co-led the inventory and logistics overhaul with Commerce Thinking, delivering an automated system in three months.
- Built and launched the membership and rewards programme with Kalder, taking partner requirements through to the member experience.

HEAT

Mar 2023

Business Development and Technical Partnerships Executive | London

- Managed retail and technology partnerships for the luxury mystery-box platform, working with product and design teams on partner opportunities and the customer experience.
- Implemented warehouse and stock-management technology to support business growth.

Selected Commercial Partnerships

evian at Wimbledon

Secured and managed the £210k 200 Years Young partnership through Wavemaker, combining original production, editorial and paid social. Coordinated delivery across teams; the campaign achieved 107% of booked impressions.

Danny Lomas film | Ed Curtis feature

lululemon Space to Feel

Secured a £188k Hypebae partnership through Publicis/Zenith, combining a live event, ambassador content and UK/Germany distribution. Delivered 9.19m impressions and 782k video views.

Anniversary event

JD

Secured a £120k annual retainer covering ten campaign moments across Hypebeast UK and Hypebae, building an ongoing relationship around launches, original films, talent and live coverage.

Nike Air Max with Louis Theroux

UNIQLO PUFFERTECH

Secured a €65k production project alongside a separate media campaign, then extended the partnership through US content usage rights.

View campaign

PepsiCo

Secured Cheetos x Navinder Nangla, combining a streetwear drop, film and social. Also won the £30k Mirinda rebrand partnership through Hope&Glory, delivering 112% of booked impressions.

Mirinda campaign

S.Pellegrino Young Chef Academy

Secured and managed a £61k Grand Finale partnership, coordinating editorial, live social coverage and a recap film with the client and delivery teams.

Grand Finale coverage

Education

Abbey Gate College | Sep 2009 - Jun 2017

Outside Work

Completed the London Marathon, raising £25,000 for Diabetes UK.