



Nicholas J. Williams 

Nick has extensive experience in the retail and leisure industry, in both the corporate and consulting worlds. This experience covers large blue chip companies (Whitbread PLC) and smaller entrepreneurial businesses as well as a Big Four accountancy/ consulting practice (EY). In addition, for fourteen years he has run his own consultancy.

Nick's particular expertise includes brand strategy development, omni-channel development, market selection and stratification, business system development including franchise and legal structures, and deal execution. In addition, he has facilitated numerous trading relationships for international investors that support retail strategies he helped develop.

Outside the UK, he has both developed and run businesses in the Middle East, Central and Eastern Europe, Russia, SE Asia, Vietnam, China, India and South Africa.