



Brendan Dorrian 

Brendan Dorrian is the founder of Rarely Heard Voices.

Headquartered in London, Rarely Heard Voices accelerates global expansion for retailers and brands. The company combines retail consulting alongside a private, global community of retail leaders and a retail data research division.

Immediately prior to forming Rarely Heard Voices, Brendan was Global Head of Business Development and Personal Envoy to the Chairman for the Fawaz Alhokair Group, headquartered in Saudi Arabia. Highly regarded for his original thinking and unique perspective, Brendan is sought after as a speaker at public events worldwide, and privately, by retail corporations, from start-ups to Fortune 500 businesses. Brendan has previously delivered an address at every major retail conference globally including & Franchise Association, Franchise Show; India Fashion Forum, IFF; MAPIC; National Retail Federation, Big China Chain Store Show, NRF; Retail Week Conference; and World Retail Congress, WRC.

Brendan began his career in Retail as a trainee manager for Woolworths in the UK and followed a path in store operations and store development; rising through positions of increasing responsibility. Brendan lives in Alloway, Scotland, with his wife Lynn and three teenage sons Michael, Ben and Sam.



Peter Thewlis



Peter has spent most of his working life in Asia running premium and luxury apparel, accessory, and lifestyle brands. He first moved to Japan in 1983 with Wedgwood, then from 1996 he was President of the Asia Pacific business for Christofle.

He joined Burberry in 2003 and established and ran Burberry Korea Ltd, then established Burberry Japan KK in 2006 and was also President and Representative Director for Burberry in China. From 2010 to 2012 he was President of Cath Kidston Asia and from his Japan base rolled-out the brand in 6 Asian countries, opening over 60 stores.

In 2013 he joined Ermenegildo Zegna and ran the Asia/Oceania/India business for 5 years.

In 2018 Peter established Hillsbrooks Consulting Pte Ltd., a Singapore based consultancy which focuses on introducing European and US brands to Asia and vice versa.

He is a keen photographer, enjoys a wide range of music, and has a young family.



Jill Butterworth 

Jill Butterworth is a highly effective Director with over thirty years of experience in the luxury sector, excelling in wholesale, retail, licensing, E-commerce, and business development. As a female leader, she has a distinguished track record of delivering profitability and driving sales across B2B and B2C markets in the UK and internationally, spanning apparel and non-apparel categories.

Throughout her illustrious career, Jill has demonstrated exceptional leadership skills, collaborating with executive boards to shape strategic directions and spearhead business growth. As an Independent Retail Consultant, she empowers brands and business owners to craft and execute robust sales strategies.

In her role as SVP Wholesale, Retail, and Business Development at Halcyon Days and Caverswall China Company, Jill managed full P&L responsibilities, expanding the business, forging key partnerships, launching innovative products, and achieving significant sales and margin growth.

With experiences as Retail Director at Links of London/Folli Follie UK and Ireland and Wholesale, Retail, and International Director at Aspinall of London, Jill consistently delivered outstanding results, securing new locations, negotiating contracts, and fostering customer-centric cultures.

Her expertise in buying and merchandise management enriched renowned brands like Burberry, The Scotch House, La Senza Plc, and House of Fraser Stores PLC.

Jill Butterworth is recognized as an intuitive team player, leveraging excellent operational and negotiating skills to drive success in the luxury sector while remaining dedicated to achieving remarkable business outcomes.



Heidi Packer 

Heidi Packer is the Co-Founder of the World Alliance Group, a brand management agency specializing in trademark licensing for fashion designers, food and beverage operators, entertainment and corporate brand owners. WAG maximizes brands' financial performance through geographic and categorical expansion, cultural adaptation, product innovation and operating efficiencies.

With over 30 years of experience in global licensing and strategic marketing initiatives, Heidi is recognized in the licensing industry as a leading visionary. Prior to forming her own business, Heidi was a senior executive at Viacom for 13 years where she oversaw multiple global licensing initiatives and new business projects for both MTV and Nickelodeon.

Heidi is also the Co-President of The Charles and Mildred Schnurmacher Foundation. The Foundation values the importance of enhancing and improving the lives of people by supporting diverse programs in the fields of Judaism, education, health and performing arts.

Heidi serves on the Anti-Defamation League's NY/NJ Regional Board and was the Chair from 2021-2023 as well as serving on the Rodeph Sholom School board from 2011-2012 and help found two 501(c)3 not for profits, Celebrate U and Wish Together, Swish Together that are run by her children.

Heidi holds a Business Administration degree in Marketing from Emory University. She resides in both New York City and Miami with her husband and three children.

Scott Mendelson



Scott Mendelson, a Founding Member of World Alliance Group (WAG), boasts an extensive career in the fashion industry, encompassing diverse roles in sales, marketing, merchandise planning, brand development, acquisition due diligence, financial analysis, and business operations. Before co-founding WAG, Scott served as President and CEO of Joan Hansen & Company (JHCO), North America's pioneer fashion licensing agency, representing globally recognized brands such as Christian Dior, Emilio Pucci, Giorgio Armani, Givenchy, Paloma Picasso, Gant, Joseph Abboud, and many others.

Scott's entrepreneurial endeavors continued as he entered into a joint venture with Alfilo WFC in 2011 to structure and manage equity-linked and IPO-backed licensing programs for American and European fashion and lifestyle brands seeking expansion into Asia and Brazil. In 2013 he founded JAVI, a successful streetwear brand that is currently retailed in prominent outlets worldwide, including Finish Line, Snipes, DTLR, and various department and specialty stores. In 2016 he founded JHCO Mianye, forming a joint venture with Claw Money (aka Claw), one of the most prolific graffiti artists in history. In 2017, he established Shut Pacific Partners for a joint venture with the founders of Zoo York, the iconic NYC skateboard lifestyle brand founded in 1986. In 2018, Scott established Brandzstorm USA to become the Master Licensee of Kenneth Cole in India, in addition to serving as a global supply chain manufacturer for multiple product categories for licensees and distributors worldwide. In the same year, Scott collaborated with WAG's Korean partner to acquire the Master License for Nautica in South Korea, one of the most recognized classic American lifestyle brands globally.

Scott received his Bachelor of Science in Business Administration, with Concentration in Finance, from Boston University and CTA Degree, with concentration in Database Application Development and Design, from Columbia University. Scott has concluded numerous high-profile licensing transactions, including sales of privately held business, divestitures for private companies, mergers, and financing. Scott has developed an expertise in assisting companies restructure troubled operations. Whether involved in a license or franchise, or acquisition or divestiture, or raising debt or equity for a client, or assisting in turning around a troubled business, he has helped put companies back on solid ground through a variety of possible solutions while assisting the clients' banks, factors, attorneys, and accountants.

Scott thinks at the highest strategic levels and has an accomplished track record and perspective. Scott thrives in environments where he can bring cross-functional interests together to accomplish complex and integrated objectives. He has been a guest speaker at licensing-related seminars in Hong Kong, mainland China, and the USA. Scott resides in Westchester, New York, with his wife and 3 children.



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.



Rawya Madani 

Rawya is the eyes and ears of female consumers in The gulf; she is the Carrie Bradshaw of Rarely Heard Voices