

# RUPERT WOOD NAMED AN EXECUTIVE ADVISOR OF FITFORCOMMERCE MALLS & MEETING PLACES PRACTICE

Tuesday 23 June, 2020

[London, UK, June 23, 2020] - *FitForCommerce*, a specialized omnichannel and digital consultancy, announces the appointment of Rupert Wood to the *FitForCommerce Malls & Meeting Places practice* as an *Executive Advisor*.

Rupert Wood joins FitForCommerce with 25 years of experience to provide seasoned guidance for accelerated growth in the Malls & Meeting Places consulting practice with a focus in the UK and European market. Rupert is an established executive leader with a strategic and operational record in the real estate sector having worked for major corporations, including Lendlease and St. Modwen Properties Plc, a FTSE 250 company, where he spent 13 years as a member of the Executive Team.

"We're thrilled to have such a veteran executive on our Malls & Meeting Places team to further support the UK and European region as we see tremendous opportunity to grow our digital malls business," said Bernardine Wu, the founder and CEO of FitForCommerce.

"I am excited about working with Rupert again. He brings a lot of experience to the team as we merge digital and physical ecosystems for clients globally," said Gary Burrows, Managing Director of Malls and Meeting Places.

Prior to FitForCommerce, Rupert worked across multi-real estate sectors and gained extensive experience in delivering transformative real estate solutions. He has created, delivered, and managed major mixed-use assets and portfolios executing and delivering strategic business objectives as well as optimizing value through driving transformation and ROI performance whether from acquisition, development, management, and divestment. In all, Rupert has managed almost £2 billion and 4.6 million sqft of GLA across 16 assets and developments covering over 2,000 tenants.

"I am delighted to join FitForCommerce as an Executive Adviser and be part of the team to advise and support the digital transformation of the UK and European retail sector during this transitional period of the retail evolution," said Rupert Wood. "As a former real estate and shopping centre executive, I see the critical need for digital transformation acceleration amongst my peers."

## About FitForCommerce

FitForCommerce is a specialized consultancy that helps ecommerce, omnichannel and B2B businesses make smarter investment decisions on strategy, technology, marketing, merchandising, operations, financials, organizational design and more. Our consultants are former retail or brand practitioners that leverage their experience to provide strategic and hands-on guidance on everything needed to build, grow, and accelerate your business.

Learn more about FitForCommerce's Mall & Meeting Places practice: [www.fitforcommerce.com/malls-and-meeting-places/](http://www.fitforcommerce.com/malls-and-meeting-places/)

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