

Roger Hanney

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Operational Strategist. Applied AI in commercial operations.

Fifteen years inside commercial marketing and retail operations, the last four leading HOKA's ANZ business inside Accent Group, a \$1.6B ASX-listed retail group. Custom AI tools and capability programmes built on that operating foundation.

AI IMPLEMENTATION · IN PRODUCTION

HOKA ANZ at Accent Group · 2021–2025

\$150M ANZ omnichannel at scale

- Customised and deployed operational brand and product knowledge tooling across a 21-person team to support rapid scale-up. 2,000+ documented uses across planning, content, training and operational workflows.
- Built HOKA ANZ SharePoint and the GTM Engine, coordinating ANZ go-to-market across wholesale, DTC eCommerce, retail, planning, logistics and finance.
- Selected to Accent Group Solutions Tiger Team (Jan 2024) by Head of Solutions to shape retail technology choices across the group following the HOKA deployment.
- Improved sales-team data efficiencies by 36% through revised assortment structures and custom-built tooling.

Independent consulting practice · Sept 2025 – present

- Facilitating commercial strategy workshops based on Lobkovich's connected strategic stack.
- Commercial advisor to outdoor agencies and distributors successfully applying for new brand distribution rights.
- Marketing consultant to IT, sports performance brands, retail.
- Converting static training archives into interactive navigable HTML applications.
- Custom Claude Projects and GPTs built for client teams in retail, marketing and professional services.

TRAINING · FACILITATION · CAPABILITY TRANSFER

- Built and delivered the national retail staff training programme for HOKA as the brand scaled into specialty, lifestyle and outdoor retail across ANZ.
- Onboarded and trained the incoming HOKA ANZ sales team from late 2021; onboarded the incoming Merchandise Manager in early 2025.
- HOKA product marketing and training content produced during this period accumulated 750,000+ views on YouTube.
- Represented the ANZ market at annual global sales conferences, reporting to divisional CEO and APAC supply partners.

COMMERCIAL FOUNDATION · HOKA ANZ 2011–2025

\$150M

ANZ omnichannel
business at scale

30k to 1M

units annually,
2015 to 2025

\$32M+

combined DTC
(eCom + 12-store retail)

67–69%

eCommerce
gross margin

Launched HOKA's omnichannel operation across Australia and New Zealand inside Accent Group: wholesale, DTC eCommerce, and 12 owned retail stores opened across ANZ in 18 months from September 2023. Grew the ANZ business to \$150M at scale, with annual volume rising from 250,000 units in 2021 to one million by 2025. Opened NZ as the second ANZ market in 2023.

EDUCATION · RECOGNITION

EDUCATION

MBA with Distinction

Wollongong, 2025 · WAM 82 · Dean's Letter, Global Strategy

Strategy Days

St. Gallen, 2025 · OpenAI negotiation simulation, AI governance

ML Operations: Scaling TinyML

HarvardX, 2024–2025

Ethics of Artificial Intelligence

London School of Economics, 2024

Strategic Leader Certificate

Section School, 2024 · NYU Stern, Wharton, Netflix, OpenAI, Apple

RECOGNITION

Deckers Brands Distributor of the Year

2024

BBRC Retail & Inventory Management Excellence

Team Award, 2023

Jean-Luc Diard, HOKA Co-founder

"The passion, the commitment, the values, the professionalism you showed are extremely rare."