



Sylvia Katiforis Business Development Manager

Sylvia is an experienced and passionate retail training professional with over 26 years of retail experience, including 10 years as a Training and Development consultant within her own business.

Starting her career early on working in stores and growing into distinguished Head Office roles over the years, Sylvia is a seasoned training professional with proven success in all areas of learning and development. She takes great appreciation in applying instructional design methodologies to deliver virtual and face to face delivery programs including e-learning, classroom workshops and the development of in store based tools and resources on a range of topics.

Throughout her career, Sylvia has held various national training manager roles for some of Australia's most iconic retailers. In recent years, Sylvia has taken a keen focus on customer experience design and blended learning, helping her clients develop and implement world class programs that drive engagement and financial performance. She takes pride in embedding herself in her client's business to ensure the programs she develops are strategically aligned to the business goals and help drive business results – exceeding her client's expectations.

Track Record

Originally starting her career as a Work Experience student at Portmans in the early 90's, Sylvia spent the first 10 years of her career working her way up at the Just Group. From working as a sales assistant in store to thriving in the National Training Department across all 8 brands in Head Office, it was here, that Sylvia found her true love and passion for the training and development space. Moving onto a role as National Retail Trainer at Witchery and Seed, she then took on an Assistant Training Manager role at Honda Australia, stepping outside of fashion retail. She continued to develop her skills as an instructional designer and facilitator, supporting the launch of the Honda Training Institute and travelling to Japan and Bangkok with the team for product launches.

In 2008, Sylvia was approached by Sportsgirl to be the National Training Manager for the iconic fashion brand and took an opportunity to step back into retail fashion. She successfully launched a number of new initiatives in the business including the revamp of the customer experience program and new body shapes program. Having seen the potential for true growth and coupled with her desire to truly follow her dreams to be an entrepreneur, Sylvia started her own consulting business in 2000. Since then she has worked with a number of iconic brands such as Forever New, Harris Scarfe, PAS Group, Scanlan Theodore, T2, Globewest, The Good Guys, KX Pilates and Befit Food amongst many others. Specialising in all areas of training and development such as customer experience, management development, body shapes and styling, onboarding, e-learning and compliance, Sylvia continues to innovate and deliver high impact, highly effective solutions to her clients.

[Read more about Retail Doctor Group Implementation services here.](#)



Insights

Strategy

Implementation