

Country lifestyle retail chain Joules appoints Brown CEO

High street retailer [Joules](#) has appointed Jonathon Brown CEO replacing Nick Jones who announced he would step down as boss of the group in May.

Most recently, Brown helmed online comparison website Compare the Market, a role he stepped down from last year.

He will now be tasked with helming the chain that is a reported favourite of royalty including [William and Kate](#) the Duke and Duchess of Cambridge as [talks continue with fellow high street outlet Next to take a stake in the business understood to be up to 25% for £15 million](#).

Brown has held various senior executive roles at businesses including Schrodgers, British Airways and Coca-Cola.

He was formerly head of e-channels at insurer Aviva and at B&Q parent company Kingfisher, where he was [director of multi-channel](#), and at retailer the John Lewis Partnership where he [held the post of omnichannel director](#).

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He said: "I am delighted to have been selected to lead Joules at such an important time in its development. Joules is a very strong brand, with a highly relevant purpose and product proposition. The group's digitalisation in recent years as well as its increased customer base mean it has very solid foundations for the future.

"Whilst there have been some headwinds in the past year, I am very excited by the business' future opportunities. The Group is making strong progress against its clear plans to improve profitability by simplifying the business and optimising the cost base. I look forward to working closely with the Joules team to [return the business to sustainable, profitable growth and optimise the significant future opportunities available to us.](#)"

Ian Filby, non-executive chairman and member of the Joules board, added: "The board was in unanimous agreement that, amongst some very high calibre candidates, Jonathan was the standout choice to be our new CEO.

He has significant experience across the retail and digital industries, [a proven track-record of delivering business transformation, and the vision and ambition to lead Joules through the next stages of its development.](#)"