



## Mike Fitzharris

*CEO, Representative Director and Chairman, QVC Japan*

Mike Fitzharris was named CEO, Representative Director and Chairman, QVC Japan in December 2015. In this position, he is responsible for driving revenue growth in QVC's largest international market, inspiring his team to create highly engaging shopping experiences that surprise and delight customers. Over the past two years, Mike has re-energized QVC Japan, while building a sustainable business for the long-term. Mike reports to Steve Hofmann, President, QVC International.



Prior to joining QVC Japan, Mike served as Chief Operating Officer of QVC UK, with responsibility for Customer Fulfillment Services, including Contact Center Operations, Supply Chain Functions, Warehousing and Business Intelligence. Mike began his QVC career in the UK in 1997, working across a number of areas before taking on the role of General Manager of Operations Support. He rejoined QVC in April 2012.

In both the UK and Japan, Mike has guided large teams across multiple sites to deliver superior performance by keeping the customer at the center of everything they do. He has developed and launched innovative strategies to increase sales, attract new customers, elevate the customer experience, increase loyalty and improve efficiency. His expertise spans marketing, finance, operational analysis and other areas.

Prior to rejoining QVC, Mike served as Chief Operating Officer at Rakuten Play.com, the UK's leading entertainment ecommerce company, with strategic tactical responsibility for operations and the management of a multi-million pound operating budget.

Mike earned his bachelor's degree in accountancy with honors from the University of Northumbria.