



Kaitlin Yoder



FROM ZARA TO RUNNING EXPERT

RURI'S JOURNEY THROUGH FUSE AND NEW BALANCE

When Ruri first picked up a FUSE leaflet at a St James Quarter job fair, he didn't know it would kick-start a career that would take him from the shop floor to Amsterdam and the London Marathon.

Finding FUSE and Getting Started

"I was looking for a job and happened to be walking through St James when I got handed a FUSE leaflet," says Ruri. "It came at the perfect time."

That moment led him to a conversation with Zara, where he was hired as a cashier. Ruri spent two and a half years with the brand, building confidence and learning the ins and outs of retail.

But when it was time to progress, he knew where to turn.

"I came back to FUSE because they helped me get started the first time. Lesley, from the team, supported me again..."

“...I applied for several roles, and a few days later New Balance invited me for an interview.”

FUSE works closely with local employers, helping candidates like Ruri get past the noise of traditional job applications. Instead of getting lost in a stack of CVs, candidates are supported, coached and directly connected to hiring teams.

Progression at New Balance

Ruri started as a sales advisor, but it wasn't long before his natural enthusiasm, knowledge of retail, and curiosity caught the attention of the team.



Ruri showcasing footscan technology on a FUSE tour

“After a few months at New Balance, they were looking for people who could step into new roles. I was offered the chance to become a Running Expert, or more officially, a Running Pacer.”

The role opened up extraordinary opportunities. Ruri travelled to Amsterdam to visit the New Balance European head office, joining other experts from across the continent.

“It was one of the coolest places I’ve ever been. There was a basketball court in the building, we met senior staff, got a tour, saw unreleased shoes, and took part in training.

“I’ve got nothing but high praise for FUSE. They helped me find two great jobs and gave me a way in that I wouldn’t have had otherwise.”

On the second day, we learned the best techniques for the foot scan service, and then we had time to explore the city. We stayed at the Olympic Hotel with a view of the old stadium. It was incredible.”

He’s now set to help at the London Marathon, which New Balance sponsors.

Skills that Stick

Before New Balance and Amsterdam, there was Zara, and it played a big role in building Ruri’s confidence. “I was incredibly shy when I started. But being in retail helped me come out of my shell. You’re constantly talking to people, and eventually it becomes natural.”

Zara also gave him a full-picture view of retail, moving him between departments and teaching him about stockrooms, sales floors and customer service.

“If it weren’t for Zara’s training, I don’t think I would have become a Running Expert. They laid the groundwork.”

Why FUSE Works for Candidates

“FUSE is different from just applying online,” Ruri explains. “They meet you, support you, and connect you directly with employers. It takes you out of the pile and into a real conversation.”

FUSE doesn’t just match people to jobs. It helps candidates find roles that suit their strengths, build confidence, and unlock progression, whether that means a first job in retail or a leadership track in hospitality.

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“Employers benefit because they know what they’re getting, someone who’s prepared and eager. Candidates have support through the process and know what to expect.”

What’s Next

In his role as a Running Pacer, Ruri leads on product knowledge and performance coaching for his team.

“I make sure everyone is confident in our products and understands how to tailor the customer experience. We offer free foot scans to help people find the right fit, whether they’re city walkers or trail runners.”

The work is social, hands-on and purposeful, exactly the kind of environment Ruri thrives in. “I’m really happy where I am. I love the people, the opportunities and the day-to-day work.”



Be sure to say hi to Ruri in New Balance the next time you pop in!

Interested in being featured by FUSE? If you're a current candidate or a brand collaborating with us, reach out to kaitlin.yoder@edinburghfuse.com

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