

# NAME NAME

City, ST 55555 | (555) 555-5555 | email@email.com

## PROGRESSIVE MERCHANDISING EXECUTIVE

Leading Organizations To Operational Breakthrough, Financial & Revenue Success,  
Building Customer-Centric Organizations, And Profitable Client Relationships

Sales Volume Highlights: '05-'13: \$49M | '04-'05: \$12M | '01-'05: \$45M | '96-'01: \$138M | '92-'96: \$10M

**Customer-Focused and Financially Astute Merchandising Leader** offering diverse and accomplished experience in restructuring organizations, optimizing processes, and retraining teams to eradicate inefficiencies and substantially improve merchandising operations. Verifiable year-after-year success achieving revenue, profit, and market growth objectives by centralizing procurement activities and reengineering organization templates. Reputation for developing business concepts, plans, and proposals combined with proven achievements in building and sustaining strong business partnerships to support corporate objectives. Empowers team members with the courage to achieve individual goals in alignment with organizational mission, vision, and values – challenging the “we have always done it this way” mentality.

## STRENGTHS SNAPSHOT

- ❖ Sales & Merchandising Strategy
- ❖ Start-Up Structuring & Growth
- ❖ Performance Monitoring & Improvement
- ❖ Inventory Management & Oversight
- ❖ Price Structure & Licensing Development
- ❖ Customer Insights & Understanding
- ❖ Financial Forecasting & Analysis
- ❖ Vendor & Supplier Management
- ❖ Procurement & Purchasing Operations
- ❖ Marketing Campaigns & Initiatives
- ❖ PLM Implementation
- ❖ Team Building, Mentoring & Leadership

## CAREER NARRATIVE & MILESTONES

**Jack Mason** – Dallas, TX

January 2018 – Present

### Executive Vice President, Global Sales, Merchandising & Partnerships

**Overview:** Manage U.S. wholesale sales, distribution footprint/map, visual footprint in stores, watch inventory management, and international business development in a start-up environment. Develop and maintain the company's relationship with wholesale partners to aid business opportunities and objectives. Manage negotiations on strategic initiatives for distribution, product offerings, and marketing.

### **Notable Achievements:**

- Conceived, developed, and implemented a transformational merchandising strategy to broaden range and narrow overdeveloped collections, resulting in **more than 2% growth in overall company sales**.
- Strategized and executed exit for unprofitable and unproductive business, **decreasing SKU count from 3,000 to 150 and improving turnover from 1.8 to 4.5** within a year.

**Fossil Group** – Dallas, TX

July 2001 – January 2018

### Vice President, Product Lifecycle Management (October 2015 – January 2018)

**Overview:** Solicited to deliver on-time and on-budget implementation of capital product lifecycle management investment, driving synergy between implementation partners, consulting group, senior management team, supply chain, and all business units.

### **Major Benchmarks:**

- Pioneered exceptional reporting metrics and reporting summaries to identify business units with over-development, late development, and low hit rates, **lowering development costs by \$4.5 million and increasing buy rates by 63%**.
- **Propelled 40% decrease in lead times** by creating split-stream theory to separate development streams, leading to shorter development cycles on line extensions.

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## CAREER NARRATIVE & MILESTONES *(continued)*

### **Vice President, Merchandising Analytics (April 2005 – September 2015)**

**Overview:** Identified company-wide key merchandising key performance indicators, built templates for weekly and monthly reports, and automated data extraction and distribution of the reporting. Charged with managing global sales, product direction, inventory management, marketing, and strategic analysis/planning. Took ownership of license, building a plan to improve and increase existing sales volume within the first year. Oversaw negotiations for and gained consensus on strategic initiatives for distribution, product offerings, and marketing.

#### **Delivered Results:**

- Impact driving force behind a **9% increase in company inventory turnover** and a **13% increase in retail sell-throughs** by driving productive discussions between merchants, sales teams, and planning groups.
- Demonstrated exceptional analytics and merchandising skills to develop merchandising analytics suite, providing deep insights and calls to action for senior leaders, brand managers, and global sales teams.
- Masterminded and led brand relaunch globally, **earning \$20 million in sales within the first year** and setting company record for most sales in the first year for any company licensed brand.
- **Accelerated growth of global business to \$49 million** by developing and managing the relationship between company and Adidas.

### **Vice President, Brand Manager – Sports Licensing (March 2004 – March 2005)**

**Overview:** Selected to successfully launch the company's sports licensing division in watch and small leather goods categories for NCAA, NFL, and MLB teams. Fueled business growth opportunities by expanding categories to include watches, men's small leather goods, and women's small leather goods.

#### **Selected Accomplishments:**

- Mounted strategies that ensured the company became the **number one NCAA resource in the watch category** within the first year.
- Entrepreneurial the business for growth by identifying and recruiting key talent to the team, resulting in a **100% increase in travel retail business from \$9 million to \$18 million**.

### **Vice President, National Sales Manager (July 2001 – February 2004)**

**Overview:** Assigned to lead travel retail, military, junior specialty, and independent specialty, taking initiative to transition company from independent contractor models to in-house teams. Oversaw a total of 33 members of staff, comprising of five regional specialty teams, a dedicated travel retail team, and two account executives, managing the military and junior specialty chains.

#### **Significant Contributions:**

- Spearheaded collaborations with buying teams to exploit opportunities at tier 1 bases and add brands/categories, leading to a **growth in military business from \$5 million to \$9 million**.
- Forged partnerships with the company's Asian and European offices to define priority customers, tailored assortments, and the appropriate pricing models for travel business.
- Laid the groundwork for **savings of \$11 million over the first five years** of transition to in-house teams.

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## PRIOR EXPERIENCE

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**May Department Stores** – St. Louis, MO

August 1992 – June 2001

**Market Representative, Watches** (February 1996 – June 2001)

**Buyer, Watches** (August 1992 – January 1996)