

Wilford Dietrich

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EXPERIENCE

PRODUCT MANAGER NEO & ACTION SPORTS

San Francisco, CA

11/2014 – present

- Lead and execute local asset management with other local functions(meetings, local processes, article creation)
- Pro-active ambassador for the category and collaborate with Key City Manager (support, represent BU, etc.)
- Develop of SMU for MFC KAs
- Maintains regular analytics on the sell-in and sell-through performance of respective category (analytical support from Finance team)
- Manages sample order process in alignment with WE (as long as there is not a WE set up in place)
- Assist and input into WE BU on local ranging and forecasting topics such as data, mark-up, pricing maintenance, segmentation, etc
- Jointly work with WE BU to strategically define participation, support and attendances for cluster pre-line and sell-in

MERCHANDISING MANAGER, ACTION SPORTS

Los Angeles, CA

07/2009 – 07/2014

- Working closely with category merchandising and sales, execute the product vision and proposition within channel ensuring brand and channel goals are met
- Within the identified channel, execute and manage the optimum category/ product assortment to deliver against the agreed targets
- Provide regular analysis of sell-through performance of all facets to the relevant category teams and contribute to strategic planning based on that analysis
- Secure visibility of account range proposition to BUs and global teams through systems management and communication process
- In conjunction with U.Ss category, Global SMU and sales, execute the account product strategy and roadmap
- Manage inline / SMU product merchandising process for account
- Manage and input the product proposition including retail price strategy, forecasting consolidation and phasing approach

MANAGER CTC, ACTION SPORTS

Chicago, IL

04/2006 – 02/2009

- Develop and manage global merchandising strategy and work on global assortment plans during creation process
- Evaluate the markets/channels to ensure proper implementation of marketing strategies. Regularly analyze and share business relevant information between global and markets
- Contribute to the development of key merchandising reports and be responsible for its implementation in markets
- Develop and fulfil range/assortment plan for the top stores globally for the assigned area of responsibility, ensuring brand strategies are executed to drive commercial success
- Manage the satisfactory delivery of impactful sell-in and sell-out tools to markets focused on Hype/LTD and global merchandising
- Manage range architecture during planning and launch phase
- Pull data to review the markets pricing policy

EDUCATION

UNIVERSITY OF CINCINNATI

Bachelor's Degree in Business

SKILLS

- Skilled in all technical areas of baseball field maintenance, including the use of specialized turf equipment, mowing skills, mound and plate repair and turf grass replacement
- Ability to be hands on, get out in the trenches and lead by example to staff
- Ability to manage and lead others, train/teach, delegate responsibilities and ensure that staff members meet expectations and comply with organizational policies and behavior
- Knowledge of state, federal and OSHA regulations
- Advanced knowledge of groundskeeping and field maintenance operations
- Extensive knowledge of the science of turf grass maintenance
- Demonstrated knowledge of resource allocation including staffing, equipment and materials
- Knowledge of fertilizers, fungicide and pest control programs
- Extensive knowledge of Big West and NCAA rules and regulations for playing field specifications