

Victoria Syhre

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🏠 Portland, OR

Profile

Product Manager with over 9 years of experience developing apparel strategies, managing inventory, building budgets, and identifying market share opportunities. Detail-oriented professional seeking to leverage leadership skills and product expertise to deliver profitability with a strong cross-functional team.

Education

Career Foundry

UI Design Certification

Dec 2019 - July 2020

The Fashion Institute of Technology

BS Business : Merchandising Management

Aug 2006 - May 2010

Skills

Product Strategy

Buying

Financial Planning

Inventory Management

Production

UI/UX Design

Wireframing and Prototyping

Branding Development

Tools

Excel

PowerPoint

PowerBI

SAP

Sketch

Adobe XD

InVision

Photoshop

Illustrator

Experience

Omni Merchandiser : Women's Petites

May '18 - Mar '19

Banana Republic Factory Stores, S.F., CA

Managed the Women's Petite Collection (\$61M) in 220 North America stores and eCommerce.

- Strategically led the Women's Petite Collection by creating product roadmaps and line plans (400+ SKU's) that outlined focused, measurable growth strategies based on sales and market trends.
- Guided pre-season sales plans and receipts with marketing ideas, doorbusters, key items and newness for stores and eCommerce.
- Led action-oriented OTB meetings managing sales, margin, and inventory levels that increased productivity and profitability.
- Fostered relationships with visual merchandising and managed store plan-o-grams and eCommerce capsules to highlight seasonal initiatives.

Merchandiser : Kid's

Aug '17 - Apr '18

Old Navy Outlet, S.F., CA

Market leader for Kid's (\$82M) business, specializing in Logo apparel.

- Influenced global product teams at milestone meetings to develop exclusive logo product that supported the outlet market channel.
- Ensured all product strategies and financial goals tied to the divisional targets and aligned with the seasonal creative vision.
- Presented weekly and seasonal financial hindsight's to large audiences that recapped sales, promotional strategies to manage inventory, and outlined future business goals.
- Team lead for new system rollouts and developed excel tools that were leveraged to streamline and promote effective product story telling.

Merchandiser : Women's

Aug '16 - Feb '17

Tommy Hilfiger, N.Y., N.Y.

Led Women's dresses, outerwear, and tees (\$42M) for U.S. and Canada.

- Managed a direct report and built a development plan that fostered financial acumen, presentation skills, and teamwork.
- Pitched seasonal goals and guided top-down and bottom-up financial plans, with the ability to communicate additional budget needs with leadership.
- Worked with production and design during the development process to track costs and ensure roadmap requests were met to deliver a commercially viable assortment.
- Presented marketing ideas and managed buys to capture demand.

Merchandiser : Men's

Nov '13 - Mar '16

Old Navy Outlet S.F., CA

Market leader for Old Navy Outlet Men's logo apparel.

- Identified new logo and key items for the outlet channel to drive engagement and increase conversion.
- Capitalized on opportunities and challenged the business with smart risks and captured market share.
- Fostered strong relationships with IM counterparts to manage seasonal investments and financial goals.
- Evolved a quick-turn tee businesses with testing, blank projections, and reduced lead-times.

Product Developer : Men's

Sept '10 - Mar '13

Kohl's Department Stores, Menomonee Falls, WI

Launched Men's Marc Anthony and Rock & Republic brands in 1,200 stores.

- Oversaw product development and created trigger calendars to improve workflow for the CFT.
- Negotiated garment costs with Li and Fung by leveraging platform fabrics, blanks, and factory capacity commitments.
- Nurtured vendor relationships and developed processes to improve communication, product delivery expectations, and garment quality.