

Professional Summary

Results-driven and visionary apparel industry leader with over 15 years of experience in driving business growth, innovation, and team excellence. Proven track record of successfully navigating complex market trends and fostering collaborative environments that yield exceptional results.

Professional Experience

Executive Vice President - Global Apparel Division

Inazuma.co | January 2020 - Present

Senior Vice President - Design & Product Development

Elevé Fashion Inc. | June 2015 - December 2019

Key Achievements:

- Increased product line profitability by 32% through strategic design revamps and supply chain optimization.
- Developed and implemented a sustainable materials sourcing policy, reducing environmental impact by 25%.

Responsibilities:

- Led cross-functional teams in design, product development, and sourcing.
- Managed a \$50 million annual budget for product development and design initiatives.

Vice President - Marketing & Brand Management

Trendsetter Apparel Ltd. | March 2010 - May 2015

Key Achievements:

- Conceptualized and executed a global rebranding campaign, resulting in a 40% increase in brand recognition.
- Developed strategic partnerships with influencers and celebrities, boosting sales by 28%.

Responsibilities:

- Directed global marketing strategies and brand management initiatives.
- Collaborated with the sales team to align marketing efforts with sales objectives.

Senior Manager - Product Line Management

Fashion Forward Co. | January 2008 - February 2010

Key Achievements:

- Successfully launched three new product lines, contributing to a 20% increase in overall company revenue.
- Improved product line profitability by 15% through effective inventory management and pricing strategies.

Responsibilities:

- Managed the lifecycle of multiple product lines from conception to market launch.
- Analyzed market trends and consumer insights to inform product development decisions.

Education

Master of Business Administration (MBA)

London College of Fashion, University of the Arts London | 2007

Technical Skills

Business Operations:

- Strategic Planning
- Budget Management
- Supply Chain Optimization

Digital Tools:

- ERP Systems (SAP, Oracle)
- Project Management Software (Asana, Trello)
- Data Analytics Platforms (Tableau, Power BI)

Creative & Design:

- Adobe Creative Suite (Photoshop, Illustrator, etc.)
- Product Design Software (Sketch, Figma)
- Trend Forecasting Tools