# ANKIT SHARMA

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**BBS**
MULTIPLYING OPPORTUNITIES

## CAREER SUMMARY

*Dynamic and result oriented professional with 8+ years in **fashion and luxury, I have developed expertise in Buying & Merchandising, Product development, Consumer-Driven Buying, Sustainability, e-commerce, Supply chain optimization, and retail strate**gy across global fashion brands like **Simon Carter London, PUMA, Adidas, C&A Sourcing**, and **Reliance Trends**. Skilled in collaborating with international vendors, driving innovation, and managing **Fashion, Luxury** and **lifestyle products.** Proven track record in launching sustainable collections, optimizing operations for efficiency, and delivering impactful results in premium and value markets. Combining expertise from my studies in fashion technology with a Global MBA, I aim to drive growth and innovation in the **Italian and European markets**.*

## EDUCATION

**09/2024 – present: Global Master in Business Administration – Design, Fashion and Luxury Goods**
Bologna Business School, University of Bologna, Bologna, Italy

**07/2011 – 06/2013: Master's in Fashion Technology**
National Institute of Fashion Technology, Bangalore, India

**07/2007 – 06/2011: Bachelor's in Computer Science and Engineering**
Uttar Pradesh Technical University, Uttar Pradesh, India

## WORK EXPERIENCE

**04/2023 – 11/2023: Aditya Birla Fashion Retail & Lifestyle – Simon Carter London (Fashion & Retail) – Product & Buying Merchandising Manager –**
Bangalore, India
*Aditya Birla Fashion and Retail Ltd. (ABFRL) is a leading Indian fashion and retail company with a retail footprint of over 3,000 stores across 750+ cities.*
- Spearheaded product development, sourcing, and capacity planning for the Simon Carter brand.
- Designed and developed new products with vendors, aligning with market trends and brand objectives.
- Negotiated costs and finalized MRP, ensuring profitability while maintaining market competitiveness.
- Created range plans, product grids, and option plans in line with OTB (Open-to-Buy) and product requirements.
- Managed vendor relationships and streamlined merchandising activities, collaborating closely with design teams.
- Ensured on-time delivery through meticulous sourcing and supply chain management.

**09/2018 – 10/2021: Reliance Retail Limited – Trends (*Fashion & Retail*) – Product and Sourcing Manager –** Bangalore, India
*Reliance Trends, a subsidiary of Reliance Retail Limited (FortuneGlobal 500) is India's largest fashion value retail chain, offering a diverse range of product. With over 2,300 stores across more than 1,000 cities*
- Conducted market and trend analysis, ensuring the brand's product offerings aligned with customer demand.
- Pioneered the development of sustainable products incorporating Lenzing Ecovero, recycled fibers, and organic dyes.
- Transformed design concepts into tangible collections by closely collaborating with the design team.
- Devised cost-effective strategies with geographically diverse teams, allocating orders based on vendor strengths.
- Built a robust vendor and fabric supplier network, sourcing globally to deliver quality products at optimal costs.
- Reviewed sales reports to analyze performance and identify best-selling products, ensuring data-driven decision-making.

**Key Projects:**
- **Launched a sustainable collection, successfully integrating eco-friendly practices into value retail.**
- **Reduced FOB (Free on Board) prices through contracted vendor development**

**10/2016 – 08/2018: Puma India (*Fashion & Retail*) – Assistant Manager – Sourcing** – Bangalore, India
*Puma India is a subsidiary of the global sportswear brand Puma SE, renowned for its innovative athletic and lifestyle products. Puma India with over 400 exclusive brand stores and a presence in more than 6,000 multi-brand outlets.*
- Streamlined raw material sourcing and optimized local manufacturing processes for licensed Ferrari and BMW products, making India the second country to manufacture these items.
- Drove local product development, costing, and negotiation to align with sourcing strategies.
- Managed vendor relationships, increasing the business volume for women's wear by 30%.

**Key Projects:**
- **Implemented a cost-saving initiative, reducing production expenses while maintaining quality.**
- **Launched a project on express lead times, enhancing vendor responsiveness and delivery efficiency.**

**10/2013 – 09/2016: C&A Spurcing (*Fashion & Retail*) – Merchandiser** – Bangalore, India
*C&A Sourcing is a global sourcing arm of C&A Germany, a well-known international fashion retailer has a significant presence with over 1,500 stores across various countries, including Europe, Brazil, and China*
- Achieved 95%+ on-time delivery rates, contributing to the hub's recognition as a top performer.
- Managed timely approvals for PP samples, lab dips, and strike-offs, ensuring seamless production workflows.
- Collaborated with the C&A Germany team daily to meet quality and timeline expectations.
- Innovated new trim ideas and developments to enhance product appeal.
- Evaluated and improved supplier performance through strategic selection and management

**INTERNSHIPS**

**01/2013 – 06/2013 I Adidas India**
- Conducted a project on style changeover time reduction, improving factory productivity.
- Gained hands-on experience in product development, costing, and sourcing.

**06/2012 – 08/2012 I Raymond India**
- Contributed to the design and launch of a suit collection

**OTHER PROJECTS**

**Nahar Spinning Mills, Ludhiana – 2 weeks: Studied spinning operations and processes.**
- HCL India, Noida – 6 weeks: Worked on process improvement projects.
- **Luxury Market Expansion** – New market strategy for **Bvlgari China** (MBA Project, Bologna Business School, Italy)
- **Smart Fabrics & AI-driven Sustainability** (MBA Business Plan Project, Bologna Business School, Italy)

**LANGUAGES**

**English**: fluent I **Hindi:** fluent I **Italian**: basic

**COMPUTER SKILLS**
- **Programming**: Intermediate in C, C++
- **Enterprise Software:** Advanced proficiency in PLM, SAP, Hyperloop
- **Productivity Tools:** Advanced skills in MS Office, advanced Excel and digital product visualization tools