

CV text for : 0031600002Vbwj9AAB

Sinéad O'Leary

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## PERSONAL SUMMARY

A commercial and highly organised individual, who takes great passion in her work within this Luxury Business. A strong understanding of the Retail Market in Ireland with almost 20 years' experience. Task focused team leader and player with developed training skills. Motivated by challenge and a passion for retail.

## CAREER ACHIEVEMENTS

? Management and Leadership Skills; whilst covering all of Ireland, including all brands and in three different Department Store Groups I have gained great interpersonal skills with the ability to manage and motivate from a distance. I have gained the trust of the staff/management/buyers and therefore they respect me and in my ability to do my job as an outsider, coming in. I have honed the skills of motivating and problem solving from a distance

? Organisation Skills; The range of my brands and stores requires strong organisation skills to ensure that each brand is getting the required amount of visits to ensure good turn over per season. Also dealing with multiple buyers/managers/sales-teams has given me the ability to "change hats" easily. Also meeting deadlines for several brands when reporting into the different training teams/line managers/sales team.

? Commerciality; I am very capable at analysing figures per door and giving each door targets to achieve seasonal goals. I also have a keen eye when analysing stock allocation and will flag issues at the beginning of the season to our sales team. My teams are, as a result, very strong at their own commerciality be it stock analysis or figures. My understanding of the Irish v's UK market proves invaluable when relaying information back to the sales team, this has allowed me to make vital changes to stores during incredibly difficult trading.

? Building and Maintaining Relationships; I have built strong relationships within all stores during the past 10 years. I have worked hard on all levels by building strong, commercially minded sales teams on the shop floor, to gaining the respect of buyers/management by showing my hard work ethic. By acting as a go-to between store and Sales team in UK I have gained their trust that I am there to support both sides of the business.

? Communication Skills; As the main point of contact for Ireland I have learned to adapt myself to deal with anyone from the President of Wholesale for Europe, to the Head of Brand Planning for Menswear, to the Sales team and everyone in between. I keep up regular communication with my line manager, trainers, sales teams within all brands and also the buyers and staff in store. This takes time and a lot of effort to keep everyone happy but it is something I am more than happy to do.

? Training Skills; I have a passion for training and really enjoy passing on any knowledge I have of the brand to my teams. I have lead training events in product knowledge and merchandising standards, seasonally in London in both menswear and Lauren WW. I have also held trainings for my MW teams in Ireland seasonally with the support of the relevant sales team.

## EDUCATION

2001 Dublin Institute of Technology, Mountjoy Square  
BA Degree in Business Management

2000 Dublin Institute of Technology, Mountjoy Square  
Certificate in Retail Marketing

1996 Presentation Secondary School, Terenure  
Leaving Certificate

## CAREER HISTORY

May '06 to Present      Merchandise Coordinator in Ireland  
Ralph Lauren Corporation

? Launched the Lauren Brand in Dundrum HOF in '09. I worked hard on training staff to understand the RL way this resulted in strong sales and Dundrum being classed in the "Mega Door" bracket.

? Launched Lauren to Arnotts, Dublin '10, where we continue to grow the business, successfully introducing "Lauren Dresses" and eventually "Salon" to the store. Due to the success of the Dundrum HOF door we had a better understanding of the Irish Consumer v's UK and I worked with

? Singing, I am part of an all-female semi-professional award winning choir. I had my voice trained and participated in competitions and achieved up to grade 5  
? I enjoy Pilates, Walking and Reading  
? I am an avid rugby fan

References available on request