

Parth Desai

1) Store Co-Manager - Guess? Inc

Toronto, ON

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(647) 532-0880

Work Experience

1) Store Co-Manager

Guess? Inc

May 2019 to Present

Network, recruit, hire, develop and retain high quality management and associates to fill store profile and succession planning

- Leading by example by training, developing and providing ongoing feedback and coaching on product knowledge, selling skills, visual merchandising and delivering optimal customer service experience
- Creating and executing strategies to maximize store sales and control expenses
- Controlling company assets by meeting all loss prevention measures
- Implementing all visual merchandising standards, directives, promotions, and overall cleanliness and organization of the sales floor and stockroom
- Adapting to changes required by the business

2) General Manager

Hudson Group

January 2017 to January 2019

- DUFY

- Achieved EBITDA growth of 12.5% vs budget and 16% vs LY
- Achieved 8% Sales growth to Budget annually
- Drafted sales and payroll budget for next fiscal year by strategic planning
- Attended annual Vendor Trade shows to acquire best costs and maintain vendor relations and examine recent market trends and opportunities
- Frequently set up product training/knowledge sessions for the team members
- Effectively communicated operational budgets, goals and future plans to the team members
- Analyzed sales and other KPI's to appropriately forecast, schedule and control labor costs
- Successfully launched a new District in Billy Bishop Airport that included opening of 3 new stores
- Hired and trained a team of 25 employees to support the brand-new operation

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3) Assistant General Manager

Hudson Group

January 2015 to January 2017

- DUFY

- Provide on-going support to General Manager in performing management functions such as staffing, training and expanding business plans
- Controlled and reduced expenses up to 25% by improving resource allocation
- Responsible for Procurement, Replenishment and Purchasing while controlling Inventory budget, operational costs and shrinkage by performing regular cycle counts
- Coached and mentored 14 staff members by offering constructive feedback and taking interest in their long-term career growth
- Administered Loss Prevention policies
- Investigated and resolved 100% customers' issue/complaint regarding operational matters - Handle all queries and client feedback in a professional manner
- Monitor and manage operational activities - Direct the store operational risks, financial aspects and QA and audit processes
- Promoted to General Manager in January 2017 by successfully delivering results in AGM position

4) Marketing Manager

Hudson Group

November 2013 to January 2015

- DUFY

- Developed and executed 5 integrated marketing plans each quarter
- Increased sales by 12% by launching the Quarterly/Global marketing campaigns
- Improved KPI's by 15% vs LY
- Co-ordinated marketing operations with sales activities
- Managed and enhanced Global and Quarterly promotion campaigns by measuring results
- Overall responsibility for brand management and corporate identity
- Promoted to Assistant General Manager in January 2015 with proven accomplishments for the position

Education

Bachelor of Business Administration in Global Business Management

Centennial College - Toronto, ON

University of Pune - Pune, Maharashtra

Skills

SALES (3 years), STRATEGIC PLANNING (2 years), INVENTORY (2 years), PROCUREMENT (2 years), COST CONTROL (Less than 1 year)

Additional Information

HIGHLIGHTS OF QUALIFICATIONS

- Team leadership & development
- Sales growth

- Strategic planning
- Cost control
- Vendor relations & procurement
- Inventory Management
- Performance reviews
- Process optimization
- Extensive knowledge of MS office, SAP/BW and Microsoft Navision