

# **Siobhan Gatenby**

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## **Personal Profile**

Sales and inventory planner for e-commerce and global B2B companies with +7 years experience. Strengths include independent implementation of data analysis, reporting and forecasting, using business intelligence tools and data management software. Main employment experience in risk analysis' within supply chain processes, sales data analysis for inventory forecasting and lifecycle purposes, and managing accurate master data input. Confident in adapting to changing workloads and managing multiple priorities to meet deadlines within global teams.

## **Work Experience**

### **Feb 22 - Aug 22, EU Planner, Techstyle Fashion Group**

- Accountable for OTB management and sales analysis to support inventory planning
- Close partnership with buying team in product selection for EU market

### **May 19 - Feb 22, Demand Planner, Mykita GmbH, Berlin**

- Responsible for driving efficient monthly S&OP planning
- Accountable for forecast accuracy and inventory targets based on demand
- Management of product lifecycles and collaboration in sell-out strategies
- Experience using SAP, ERP, Python and Business Intelligence tools
- Providing training and support to new and existing team members

### **July 18 – Apr 19, Junior Merchandise Planner, Zalando SE, Berlin**

- Responsible for OTB adjustments through KPI forecasting accuracy
- Leading junior team members in role development and personal goals
- Coordinating weekly team priorities to potentialise in-season trading of unit
- Supporting buying team with pre-order buys and brand condition negotiations
- Accountable for analysis to establish future financial and assortment strategies

### **Apr 17 – July 18, Assistant Merchandise Planner, Zalando SE, Berlin**

- Accountable for effective stock replenishment in line with customer demand
- Full responsibility for achieving intake targets via frequent delivery tracking
- Lead weekly trade analysis meetings to identify potential risks and opportunities
- Close communication with suppliers to aid operational problem solving

### **Sept 15 – Mar 17, Allocation Analyst, TJX Europe, London**

- Merchandising and buying graduate programme focusing on allocation strategies

## **Education**

Sep 10-May 14, **BA (HONS) Fashion Business, Glasgow Caledonian University**

- The only course of its kind in the UK; 2:1 honours degree achieved
- Business modules; digital marketing, corporate social responsibility, social media, business management, consumer behaviour, economics and finance
- Creative modules; CAD (digital design) for branding, pattern cutting, advanced textile development, research for design methods
- I designed and made fashion collections for specific markets and live briefs whilst completing a general Business degree, including a final dissertation

June 13-Jul 13, **Fashion Retailing, European Business School, Madrid**

- I was accepted on a summer fashion retailing course in Madrid where I studied from various international professionals in areas of e-commerce, marketing, luxury brand internationalization, store concepts and visual merchandising

Aug 08-Jun 10, **HND Fashion & Stitch Textiles, Cardonald College**

Aug 07-Aug 08, **Portfolio Preparation, Cardonald College**

2002-2007, **Saint Ninians High School, Giffnock**

- Highers: Art (A), English (B), French (B), Maths (B)
- 8 Intermediate 2 exams passed; 6 (A) including Maths and English

## **Other Information & Activities**

### **Professional Education**

- Mindfulness Techniques within the Workplace: workshop
- Time Management: workshop

### **Languages**

- English, native
- German, elementary proficiency, currently working in basic written German

### **Voluntary Work**

Jun 14 – Aug 15, **Community Arts Volunteer, Govanhill Baths Community Trust**