

Experience

Fossil Group, Richardson, TX

May 2011 – Present

Global Merchant/Assistant Brand Manager - Category Manager; Michael Kors Access Smartwatches and Accessories

- Manage the licensing agreement between Fossil Group and Michael Kors for smartwatches and connected accessories. Annual business up to \$150 million, the largest licensed brand within Fossil Group.
- Architect smartwatch and connected accessory assortments for Michael Kors brand by analyzing sales and industry trends while understanding the market and competitive environment to build brand right and salable global assortments to meet financial plans.
- Develop and implement a comprehensive ecommerce and brick and mortar 360-degree go-to-market strategy from product inception to point-of-sale, including optimizing global distribution.
- Utilize 'Wear OS by Google' to create a digital experience of apps, customizable and animated dials, and tutorials.
- Set annual strategy focused around 4 product pillars; manage lifecycle of all products through seasonal line planning, markdowns, and manage global pricing while maintaining margin targets.
- Proven successful in building collaborative partnerships; liaison between Licensors and all cross functional Fossil Group teams: C-suite executives, Design, Product Development, Marketing, Planning, and Software Engineers/Programmers.
- Partner with Regional Merchants in Americas, EMEA, and APAC to understand individual market needs and build assortments accordingly to create clear merchandising stories and achieve maximum sales potential.
- Enhanced monthly and quarterly analytics and financial reports utilizing sell-in/sell-out data on attribute basis; provide key callouts and action items for involved stakeholders.
- Directly manage and mentor brand specialist and provide development guidance.

Senior Global Supply Planner/Buyer; Leathers All Brands, Non-Product Inventory Total Fossil Group

Global Supply Planner/Buyer; Leather Goods

- Responsible for supply planning, inventory, and factory production for 3,300 SKUs across all global channels (full price, outlet, off-price) for \$285 million women's and men's leather business.
- Managed non-product inventory for all Fossil Group brands including: fixtures, packaging, marketing and collateral, GWPs, connected mock and demo watches, and watch and jewelry samples. Supervised a team of two planners.
- Determined and executed buys at the global level to safeguard inventory levels and product availability to meet regional sales, inventory, and financial targets.
- Collaborated with Product Development, Merchants, Brand Managers, Worldwide Production Factories, Supply Chain Management, and Logistics partners in Americas, EMEA, and APAC to deliver optimal inventory levels.
- Optimized production capability through annual vendor strategy and monthly factory loading. Evaluated and recommended vendors and dual sourcing strategies. Negotiated increased capacity during peak seasons. Achieved 20% improvement in on-time delivery and 24% reduction in manufacturing lead time.
- Reduced \$350K in annual finished goods costs by reducing packaging and determining new order placement protocol.

Enterprise Planning Administrator/Liaison with IT; Global Fossil Brand – All Product Categories

- Partnered with the business and IT to define JDA system requirements to fulfill business needs; influenced and guided the change process from concept to implementation in a multi-brand, multi-channel environment.
- Trained 70+ worldwide retail planners on SAP Retail, JDA Enterprise Planning, Enterprise Portal, and BW Reporting.

JCPenney, Plano, TX

September 2009 – April 2011

Business Analyst; Children's National Brands and Outerwear

Merchandising Trainee; Window Coverings

- Maintained optimal inventory levels in 1,100+ stores to support rate of sale and presentation standards for key items.
- Conducted competitive analysis and provided opportunities to enhance quality, pricing, visual image and perception of current and future assortments.

Education	Panels	Certifications
Indiana University , Bloomington, IN Bachelor of Science, May 2009 Major: Merchandising Minor: Kelley School of Business	Stellar Product Review Panel Product Reviewer, Test and review current and pre-launch products	JDA Certified Assortment Planning Business User, Enterprise Planner (EP), EP Functional Administrator and EP Automation