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**Introduction**

A professional with over 25+ years of experience in Apparel Industry with exposure to Under Garments, Lounge Wear, Outer Wear, Active Wear, Woven, Knits, Denims, Jackets, Sweaters & Leather Accessories – Expertise in Product Development, Sourcing, Merchandising & Quality on Men, Women & Kids Apparel.

**Core Competency**

A Professional with Diversified Product Expertise, a Team player with proven track records on OTIF, End-to-End Apparel Supply Chain work experience right from Product Development till Supply Of Bulk Merchandise.

- Meet Y-Y Biz Targets, with continuous growth in terms of business volume, and delivered margin
- Contribution on Commercial Value in terms of better product manufacturing cost with reduced operational cost
- Developed & implemented SOPs of PLM, inter-dept & cross-functional activities for smooth flow of merchandising operations.
- Forward & Back Integration of Fibre to Fabrics to Garmenting with value chain business processes.

**Experience**

**Export Clients:** Cotton & Co, Slate & Stone, Tom Taylor, Berle, Burlington Stores, Truworths, Full Beauty, Capital Mercury, Mother Care, Li & Fung, Tommy Hilfiger, Gap, JC Penny

**Retail Clients:** Reebok, Arvind Brands, Indian Terrain, Pepe Jeans, Celio, Being Human, FCUK, Crocodile, Classic Polo, Twills, Mufti Jeans

**Product Exposure:** Knits Tops & Bottoms, Shirts, Trousers, Denim, Activewear, Athleisure, Sweatshirts, Tracks & Joggers, Sweaters, Jackets, Leather Belts & Leather Wallets, Hanky's & Socks, Undergarments & Intimate wear.

## **General Manager Apparel Sourcing & Merchandising Operations (01<sup>st</sup> Feb 24 to Present)**

**Kay Ventures Pvt Ltd.,**

**Activity:** Across All Product Categories Of Men, Women, Boys, Girls Covering Knits, Woven, Denim, Athleisure, Active Wear, Winter Wear, Undergarments, Leather Accessories

### ***Key Accomplishments:***

- Brought business enquiries, developed samples, materialized into order, and converted into business model to meet Annual Business Targets
- Handling a team of 20 people achieving Service Level Fulfillments on End-To-End Supply Chain Solution
- Preparing Buying Plan, Product Mix, Merchandise Grid based on Market Research, Forecast, OTB, and Design Input
- Cost Working FOB Finalization with Clients & With Vendors
- Vendor Selection Through Strategic Analysis
- End-To-End Order Liaison with Merchandise Practice & Quality Control
- Customer Satisfaction through Streamlining Internal Business Process
- Cost control by product engineering and process control through SOP

### ***Roles & responsibilities:***

#### **Sourcing & Merchandising of T-shirts, Shirts, Trousers, Denim, Sweaters & Jackets:**

- Ensuring adherence to the right and defined set up processes and production calendars based on scientific sourcing process knowledge.
- Assessment of manufacturing facilities and their supply chains in a way that the capabilities are a right fit for the defined cost, quality, capacity and product aesthetic requirements of the business.
- Building and leading direct and virtual teams across suppliers and geographies.
- Envisioning Company's business requirements and creating an outsourcing landscape to continuously ensure sufficiency.
- Strategic stakeholder management with potential clients and top leadership for business development.
- Leveraging cross functional teams and resources to optimize sourcing solutions
- Factory capacity planning and capability assessment for current and future requirements.
- Review and implementation of globally accredited factory certifications in the domains of social compliance, product safety, sustainability.
- Suppliers audit, on-boarding and training.
- Managing & leading Product development and cost negotiation till the order confirmation stage.

## **Skills & Competencies:**

### **Result Driven & Innovative -**

- Advocates for promising new ideas and ensures they get sufficient attention from senior leaders; serves as a voice for elevating “front-line” innovation; brings together the diversity of thought and skills to develop new ideas.
- Identifies and applies sound, evidence-based criteria in setting priorities and making decisions.

### **Teamwork & Accountability**

- Streamlines processes and creates clear goals and objectives to empower others to make decisions when the situation requires swift and timely action.
- Holding accountability of their teams/respective individuals for their decision making and deliverables.
- Ensures that information flows both vertically and horizontally; fosters transparency by getting input from others when forming decisions or plans placing equal merit on everyone's contribution irrespective of job level.
- Encourages and enhances transparency by involving others in the change process to gain buy-in and more effectively embed changes into day-to-day operations; builds teams and processes that are flexible and efficient.
- Conveys a sense of urgency in ways that motivates team members to complete responsibilities and duties

### **Effective Communication & Influence**

- Proactively communicates with stakeholders across teams, team members and colleagues across locations to ensure smooth communications and be the bridge between senior management & teams.
- Build trusting relationship and works with others to reach goals
- Ensure proper communication channels are in place to achieve business objectives.
- Ensure business priorities change initiatives, and organizational information are communicated in clear and compelling ways.

### **Customer Centric**

- Adjusting approach based on deep understanding of external & internal customer needs, within area of expertise.
- Establish appropriate relationship with both external & internal customers.
- Takes advantage of digital/operational platforms to foster a more connected customer society

### **Leadership & Talent Development**

- Monitors performance of team members on deliverables, and provides timely and constructive feedback that are specific, honest, accurate about others’ capability levels for improving Performance

## Head – Apparel Merchandising Operations

(Classic Apparel Division – A Unit of Royal Classic Group, Tirupur, Aug' 2012 – Dec 2022.)

**Accounts Handled:** Tom Taylor, Gap Kids, Old Navy, and Retail for Classic Polo & CP Bro Label.

**Sourcing Activity:** Denim, Sweaters, Sweatshirts, Joggers from Bangladesh, Jackets from China, and for Retail – Inhouse & vendors across India.

## Senior Manager Merchandising

Indian Terrain (A Div. Of Celebrity Fashions Ltd.,) Chennai, May' 2006– Jul 2012.

**Accounts Handled:** Indian Terrain Retail.

**Sourcing Activity:** Knitwear, Denim, Shirts, Trousers, Shorts, Sweaters, Sweatshirts, Joggers, Jackets.

## Senior Manager Merchandising

Arvind Brands Ltd, Bangalore– Sep' 2002 – Apr 2006.

**Accounts Handled:** Lee, Wrangler, Lee Youth

**Sourcing Activity:** Knitwear, Denim, Shirts & Trousers.

## Manager Merchandising.

Reebok India, Bangalore - Jun'1996 - Aug'2002.

**Accounts Handled:** Reebok International & Retail

**Sourcing Activity:** Knitwear, Active Wear, Athleisure, Jackets

## Merchandiser

Eastman Exports – Tirupur - May 1992 – May 1996.

**Accounts Handled:** JC Penney, Tommy Hilfiger, Capital Mercury, Mother Care

**Sourcing Activity:** Knitwear

## Education

- Bachelor of Science (B.Sc.) – Physics from University of Madras
- Diploma in Garment Manufacturing Technology – NIFT TEA, Tiruppur

## Computer Skills

- Diploma In Computer Applications

## Personal Information

- Date of Birth: 01 - 07 - 1970
- Nationality: INDIAN
- Multi-lingual Skills: Tamil, English, Kannada & Hindi
- Marital Status: Widower

Regards

Ramesh Kamal.