



Krishnan

General Manager

A seasoned professional with 27+ years of experience in the knits and woven garments industry, specializing in product development, merchandising, sourcing, and end-to-end operations.

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📍 136/4, "Shri Guru Krupa", Kuppusamy Layout, Chinnavedampatti, Coimbatore 641 049.

👤 English, Hindi, Tamil, | 08 April 1979 📅
Telugu, Kannada & Sanskrit

🎓 MBA - specialization in Fashion Technology from National Institute of Business Management

A results-driven professional seeking a senior-level role in Merchandising with a reputable organization. Demonstrated success in conceptualizing and executing innovative strategies that have enhanced market presence and significantly boosted revenue. Recognized for a strong ability to drive business growth through strategic planning and market insights.

WORK EXPERIENCE

General Manager

July 2021 - Till date

Network Clothing Company, Tirupur

Brands Handling: KMART, TARGET, ALDI & MC DONALD'S (Newborn, Kidswear, Menswear, and Womenswear)

- Overseeing the overall business operations of two major factories, ensuring efficiency and profitability.
- Managing end-to-end processes, from product development to bulk production, ensuring seamless execution.
- Collaborating with direct buyers and liaison offices to maintain strong relationships and develop new business opportunities.
- Supervising fabric, trims, embellishments, and production schedules to ensure timely deliveries and optimal resource utilization.
- Coordinating with the Quality and Logistics teams for weekly shipment planning, while maintaining full P&L accountability for the entire business.

Merchandising Manager

Jan 2015 - Dec 2020

Loocust Incorp, Tirupur

Brands Handled: ERNSTING'S FAMILY GMBH (Outerwear: Kids, Men, and Women)

- Leading product analysis in collaboration with the technical team and initiating sample development upon order receipt.
- Overseeing new product development across all buyers within the company, ensuring innovation and market relevance.
- Coordinating with OTTO Buying Office to drive current and potential business while delivering value-added services.
- Developing seasonal samples based on buyers' mood boards, aligning with upcoming fashion trends.
- Monitoring production schedules to ensure the timely delivery of high-quality products.
- Strategizing cost-effective procurement of raw materials by optimizing lead times and establishing a reliable supplier network with stringent quality standards.

Key Highlights:

- Managed end-to-end pre-production and production activities, ensuring adherence to PCD (Planned Cut Date) and on-time deliveries.
- Achieved an Approval Hit Ratio of 75% for core business in ERNSTING'S FAMILY products.
- Successfully delivered 2,500 PP samples to ERNSTING'S FAMILY within a 24-month tenure, a remarkable accomplishment.

Senior Product Developer

May 2012 - Dec 2014

Next Sourcing Services Ltd, Tirupur
UK Based Liaison Office

Brands Handled: NEXT (Older Boys Jersey, Baby Girls Jersey & Women's Nightwear)

- Managing product costing and negotiating with buyers and suppliers to secure order confirmations.
- Overseeing all buying approvals related to samples and production, ensuring compliance with buyer requirements.
- Supervising new product developments and providing sales growth updates to the UK teams.
- Coordinating with the UK Office Buying Team to explore potential business opportunities and offer value-added services.
- Strategizing cost-effective raw material procurement by optimizing lead times and establishing a high-quality supplier network.
- Engaging with buyers to define product specifications, determine pricing, and implement best practices for an efficient buying process.
- Collaborating with key stakeholders, including clients and internal teams, to understand requirements and deliver tailored product solutions through presentations and strategic discussions.

Key Highlights:

- Achieved highest market share in core business segments: 50% in Kidswear, 30% in Womenswear, and 20% in Menswear.
- Spearheaded new revenue streams through strategic budgeting and optimized manpower allocation.
- Developed innovative sourcing strategies and established new merchandising setups to expand business operations.
- Led monthly Sales Review Meetings with NEXT Sourcing and Tirupur office teams, driving business growth and operational excellence.

Senior Product Developer

May 2010 - April 2012

Mothercare Sourcing Services, Tirupur & Bangalore
UK Based Liaison Office

Brands Handled: Mothercare (Baby Essentials, Kids Essentials, Little Bird and Baby K)

- Led sales operations for premium Mothercare PLC Stores in the UK, ensuring strong business relationships and revenue growth.
- Oversaw the approval process for samples, from development stage to Green Seal approval, ensuring compliance with quality standards.
- Managed the critical path by coordinating with factories for price negotiations, product development, and timely approval closures.

Team Leader

April 2005 - April 2010

Kids Headquarters, Coimbatore
NEW YORK based Liaison Office

Brands Handled: Timberland, Ecko Unltd, Calvin Klein, Disney, K-Mart, U.S.Polo Assn, Target, Walmart & License Brands

- Led sales operations for premium U.S. retailers, including Macy's, Sears, Kohl's, Dillard's, and Walmart, driving business growth and market expansion.
- Managed the critical path, ensuring seamless coordination with team members to meet delivery deadlines, budget constraints, and buyer requirements.
- Collaborated with the Quality Assurance and Logistics teams to uphold high product quality standards and executed on-time shipment planning.
- In January 2010, played a key role during the acquisition of KHQ Overseas offices by LI & FUNG Buying Agency, a US\$700 million revenue milestone.

Senior Merchandiser

Feb 1998 - April 2005

Dee Cee Exports, Tirupur

Brands Handled: Charles Voegelé & Tom Tailor

- Managed end-to-end operations for Kidswear and Menswear, overseeing the entire process from product development to shipment.
- Started as a Trainee Merchandiser and earned a promotion to Senior Merchandiser through a proven track record of excellence and performance.

DECLARATION

I solemnly declare that the information in this resume is true to the best of my knowledge and belief. All information in this resume is right and truthful. I announce that the information and details shared in this resume are correct and inclusive. I take full liability for the correctness of the information.

Gopala Krishnan