

A. S. Sairam Sharma

SENIOR MANAGEMENT PROFESIONAL

**Supply Chain Management /
Product Development / Sourcing /
Merchandising**



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*Preferred Industry: Garment &
Apparel*

*Preferred Location: Bangalore /
Delhi/Mumbai / India & Abroad*

Profile Summary

- Apparel Merchandising Management Professional with **over 24 years** of experience in Supply Chain Management, Merchandising, Sourcing, Quality Assurance, Product Development and Vendor Management across **Woven Tops, Knit Tops, Flat Knits and Jackets/ Outerwear segment**
- Have managed a portfolio of USD 300 Million** per annum
- Proven track record of achievement in conceiving & implementing ideas that have fueled market presence and driven revenue, maintaining strong relationships with customers and buyers
- Ability to prioritize, multi-task and work under pressure with good troubleshooting skills, take quick decisions with excellent Problem-solving skills
- Outstanding Leadership quality, engaging and mentoring teams, coordination with different teams
- Gained exposure in overseeing offshore production operations, executing strategic plans coordinating with team and management and exploring ways to improve existing products and services, and increase profitability
- Proven market expertise on global expansion platform
- Successful at enhancing customer satisfaction by designing and implementing effective process management (Standard Operating Procedures)
- Possess sound knowledge and experience in handling various product lines and different washing techniques
- Streamlined and reduced supply chain throughput cycle time by 50% through initiatives **such as reduction lead time in the supply chain process of material, trim, packaging, labels, production lead times, etc.**
- Focused on building high-performance teams while encouraging an open and value driven work culture

Core Competencies

Supply Chain Management

Sourcing & Merchandizing Strategy

Fabric Sourcing & Quality

New Product Development

Stakeholder/Vendor Management

Business Strategy & Execution

Continuous Process Improvement

Cost Savings / SQA

Team Building & Leadership

Work Experience:

Studio Earth: (Bluekaktus Group): Business Head: September 2022 – June 2024:

- Devising business plans, budgets and sub product mix to meet client requirements while delivering profitability objectives
- Responsible to create best product for Denim Assortment.
- Strategizing and implementing buying & merchandising systems, policies & processes
- Responsible for reducing the product cost which is a benefit to both the buyer and vendor by negotiations
- Ensuring that right product is allocated to the right vendor
- Monitoring product development, merchandising, quality control and shipping; establishing relationship with buyers for profitable product merchandising
- Following up on orders coordinating with the team of merchandisers from the time they are placed by the buyers till their final delivery to the buyers as per time and quality standards committed
- Maintaining design/development calendar for approaching customer's design team and ensuring the presentation reach them on time
- Execute weekly meetings presiding at the factory with all Merchandising Team for follow-up and work on action items
- Provide inputs to the buyer by sending new fabric concept collections, new treatments from the competitors /best sellers products of various types for the future order presentations
- Successful at enhancing customer satisfaction by designing and implementing effective process management
- Effectively partnered with teams to achieve the result, adhering to ethical & compliance practice, social responsibility
- Take ownership over executing and securing the merchandising strategy through a defined workflow
- Ensuring delivery of the BEST CUSTOMER OFFER

- Lead the team with tools to secure best outcome for business and professional development and to secure the company's strategy and objectives.
- Maintain direct partnership and effective co-operation with all internal stake holders (Supply Chain, Quality and Capacity teams) as well as external stake holders (Business Partners)
- Create agile and autonomous teams and focus on team's continuous improvement.
- Provide direction and guidance to team to achieve regional goals.
- Determine team strengths and use them for an effective organization, develop talents and build succession plans to ensure future of the organization.

Since Feb'21 - Dec'22: Arvind Lifestyle Brands Limited, Bangalore as Deputy General Manager Sourcing and Central Planning – All product categories of woven and knitwear

Key Result Areas

- Devising business plans, budgets and sub product mix to meet client requirements while delivering profitability objectives
- Strategizing and implementing buying & merchandising systems, policies & processes
- Establishing supply chain partnerships and forward operations centres around the world to increase operational readiness and support worldwide
- Directing the annual year-end review of physical inventory which passed all external audit requirements, also publishing overall physical inventory guidelines
- Driving Continuous Process Improvement (CPI) process by managing and directing supply chain scorecard for the region; forecasting and conducting capacity allocation and exploring new vendor bases
- Responsible for reducing the product cost which is a benefit to both the buyer and vendor by negotiations
- Ensuring that right product is allocated to the right vendor
- Monitoring product development, merchandising, quality control and shipping; establishing relationship with buyers for profitable product merchandising
- Following up on orders coordinating with the team of merchandisers from the time they are placed by the buyers till their final delivery to the buyers as per time and quality standards committed
- Trend analysis on various blocks, fits, styling and understand the suitability of fabric character/ fabric quality
- Maintaining design/development calendar for approaching customer's design team and ensuring the presentation reach them on time
- Execute weekly meetings presiding at the factory with all Merchandising Team for follow-up and work on action items
- Managing consumption and costing analysis by comparing previous pricing statistics
- Provide inputs to the buyer by sending new fabric concept collections, new treatments from the competitors /best sellers products of various types for the future order presentations
- Collecting and shortlisting various fabric qualities from major mills in India and identify their core qualities
- Launching new concepts/ideas when required, to capitalize and expand business potential
- Successful at enhancing customer satisfaction by designing and implementing effective process management
- Effectively partnered with teams to achieve the result, adhering to ethical & compliance practice, social responsibility

Jun'18 to Dec'20: H&M: Hennes and Mauritz India Private Limited, Bangalore as Senior Manager - Denim

Key Result Areas

- Devising business plans, budgets and sub product mix to meet client requirements while delivering profitability objectives
- Strategizing and implementing buying & merchandising systems, policies & processes
- Establishing supply chain partnerships and forward operations centres around the world to increase operational readiness and support worldwide
- Directing the annual year-end review of physical inventory which passed all external audit requirements, also publishing overall physical inventory guidelines
- Driving Continuous Process Improvement (CPI) process by managing and directing supply chain scorecard for the region; forecasting and conducting capacity allocation and exploring new vendor bases
- Responsible for reducing the product cost which is a benefit to both the buyer and vendor by negotiations
- Performing business review analysis on factories and vendors by preparing performance reports for management decision & tracking
- Ensuring that right product is allocated to the right vendor
- Monitoring product development, merchandising, quality control and shipping; establishing relationship with buyers for profitable product merchandising
- Following up on orders coordinating with the team of merchandisers from the time they are placed by the buyers till their final delivery to the buyers as per time and quality standards committed
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Significant Accomplishments:

- Played a key role in leading:
 - Capacity utilization of approx. 50 million pcs / year, till date
 - Capacity alignment with suppliers across all divisions of H&M
- Led peak capacity requirements without any addition of suppliers
- Successfully reduced production units by more than 40% year-on-year
- Engaged in localizing sundries and trims – one point of contact for trims and sundries

H&M: Hennes and Mauritz India Private Limited

Sourcing Responsible: Global Woven Expansion (from June 2012 to September 2018) (Additional role to sourcing responsible for India and Sri Lanka)

Research & source new suppliers, Secure Long – Mid – Short term Capacity across H&M production world.

- Conducts market analysis, identify, evaluate, and negotiate best deals to secure new capacity needed.
- Developing, Screening and evaluating capability and capacity of new supplier according to H&M needs and requirements.
- Conduct Initial visits and co-ordinate with production offices and suppliers for all new market / suppliers that are identified and potential.
- Identify capability gaps (current and future) and work towards bridging these gaps through performance management, staff development, strategic recruitment
- Responsible to lead the team by example, always drive to meet the values and ambitions of the organization resulting in people and business growth.
- Strategize Business growth based on supplier Performance (Supplier Relationship Management) in consultation with Global Woven Expansion Manager and respective Woven Regional Supply Chain Managers.
- Compilation and execution of Global Optimal Map across H&M Production World.

Jun'06 – Jun'12: Levi Strauss (India) Pvt. Ltd., Global Supply Chain Division, APD – Signature and Denizen as Manager - Product Development and Global Sourcing

Led Levi Strauss Signature – APD business growth from the inception (including denizen) on an average of 50% every season adding new product range. Instituted strong presence of woven tops, knit tops, flat knits and Jackets/ outerwear product in both domestic and international markets for Levi Strauss Signature® and Denizen brands.

Significant Accomplishments:

- Successfully generated 60% revenue growth and reduced development cost by 35% through implementing new product development initiative in tops-“adopt & adapt” with different affiliates
- Restructured cost structure to combat the increasing yarn prices, thereby reducing product average cost by 15-20%, leading to enhance in overall % margin
- Launched:
 - New washes for the Woven & Knit tops which increased the business by 30% in a season
 - Top-it-up program by utilizing stock fabrics, programming fabric and converting these fabrics to produce core woven tops within a short lead time of less than 60 days from fabric order placement to deliveries
- Spearheaded product development and sourcing functions for Levi Strauss Signature tops development from India office, reporting to Product development lead at Hong Kong
- Led vendor source effectively till date with an on-time performance of 97% across sample and bulk deliveries
- Played a key role in escalating the volume of product from a meager 400 pcs / color way to 4000 pcs / color way with costs meeting a COGs (Cost of Goods Sold) to MRP ratio with less than 279% across product categories and all seasons till date
- Merit in saving cost saving of USD 400,000 by localizing sundries and trims and developing all sundries locally instead of sourcing across the globe
- Rendered training to the Global Supply Chain Team based on tools like, global costing tools, maintaining supplier web (a production cum delivery planning tracking tool) and LS &Co., test protocol and requirements

Previous Experience

Feb'04 – May'06: Integra Apparels Pvt. Ltd., Bangalore as Manager Merchandising

May'02 – Jan'04: Arvind Mills Limited (Garment Exports Division), Bangalore as Manager Merchandising

Aug'96 – Apr'02: Sai Lakshmi Industries Pvt Ltd. (P.T. Sainath group of Industries, Jakarta, Indonesia), Bangalore as Manager Marketing and Merchandising

Education

- **(MBA - Retail Management)** from Madurai Kamaraj University, Bangalore in 2008
- **B.Com.** from Bangalore University, Bangalore in 1992

Personal Details

Date of Birth: 14th June 1972

Languages Known: English, Hindi, Kannada, Tamil and Telugu

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