

# SANJAY MISHRA

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Role:- Sr Brand Manager | Buyer | Footwear & Accessories Product Manager | Brand Manager | Asst Brand Manager

## A Brief Overview

- Over 18 years of rich and in depth experience in the Retail Fashion Industry with exposure to sales, buying, marketing, merchandising, business development, retail chain management & e-commerce
- Proven expertise in new region / business development and Strategic buying & Planning
- Worked with reputed group of companies with several branches across UAE, Doha, Bahrain, Kuwait, Oman, Russia, India, Thailand, Singapore, Poland & Malaysia.
- Frequently travelled Montreal - Canada (training & seasonal buying)
- Frequently travelled to Russia (sales, logistic & entire office establishment), Bahrain, Kuwait, Oman & Doha for business developments & regular store visits
- A dedicated team leader with additional professionalism, passion, productive ideas, enthusiasm and out of the box thinking enriched with practical work experience.

## Career Progression

### Charles & Keith

### Mumbai – India

### Asst Brand Manager (July 2019 – Mar 2020)

(Charles & Keith is a Singaporean fast-fashion footwear and accessories retailer based in Singapore, the brand has a global footprint across Asia, the Middle East, Europe, Latin America and Africa)

- Prepare yearly budget, OTB & business plans for the brand in conjunction with the brand principles
- Responsible for buying and merchandising for all stores PAN India
- Monitor and communicate to Singapore office for overall market specific needs and any missed product opportunities, gathered through regular regional competition and store visits, including customer feedbacks, with a goal to increase overall efficiency of business
- Analyze weekly product performance reports and identify best and worst-sellers, repeat opportunities, and markdowns/price adjustments
- Ensure optimal level of inventory is in stores at all times and replenishment orders are efficiently placed to support the sales.
- Plan and efficiently execute end of season sale and in-season promotional strategies, in collaboration with entire team and supporting departments (Sales & Ops, Planning, VM and Marketing)
- Reassess pricing on a seasonal basis, based on competition analysis, collection bought and reestablish retail conversion factor
- Maintain substantial data library to plan & optimize the business potential

### Aldo Accessories & Aldo Footwear

### Dubai - United Arab Emirates

### Sr. Brand Manager ((April 2014 – Jan 2019)

(A leading international retailer of fashion accessories, Apparel Group, a Dubai based exclusive licensee, represents this premier Canadian fashion accessories brand in the Gulf and India region. Currently operating 41 premium stores in the Middle-East & India)

- Prepare yearly budget, business plans, marketing strategy for the brand in conjunction with the brand principles
- Contribute to sales budget, plans, marketing strategy for the brand in conjunction with the brand principles
- Implement activities as per the agreed plan and carry out cost control measures to achieve the budgets
- Monitor the sales figures against the forecasts, analyze and interpret trends and capitalize on the data to maximize sales and profits

- Allocate sales targets and monitor performance through weekly meetings to ensure achievement of the same
- Manage and control all aspects of stock management of the brand
- Monitor periodically stock levels available within company and retail outlets ensuring the right mix & quantities of products to support the sales. Explore market specific merchandise range by different
- Prepare a strategy for launching new products/promotions and implementation by regions. Subsequent media campaigns & events to gain maximum publicity and visibility for the new product
- Adequate plan for execution as per annual event calendar to ensure effective stock levels
- Prepare business reports weekly / monthly / seasonal periodically for submission to brand principles
- Maintain substantial data library to plan & optimize the business potential
- Monitor the brand image to ensure success of product & marketing strategies
- Ensure optimum freshness levels are maintained across the regional & overseas stores through in-season management
- Conduct regular market visit as per store visit schedule. Gather and analyze market intelligence obtained from store team and sources about competitor's prices, brand image, promotional activities, product opportunities/miss-opportunities etc
- Arrange for product, trend & various training module to ensure adequate information with sales team

Aldo Shoes + Aldo Accessories	Brand Manager	(Dec 09 – April 14)
Aldo Shoes + Aldo Accessories + Spring	Sr. Merchandiser	(Jul 07 – Dec 09)
Aldo Shoes + Aldo Accessories	Merchandiser	(Aug 06 – Jul 07)
Aldo Shoes	Sr. Store Manager	(Jan 04 – Aug 06)
Aldo Shoes	Sr. Sales Consultant	(May 03 – Jan 04)
Aldo Shoes	Sales Consultant	(Dec 02 – May 03)

Amtex Dye Chem Industries                      Ahmedabad – Gujarat – India      **Export Import Executive (Jul 99 – Dec 02)**  
 (Amtex Dye Chem Industries is government recognized export House in Ahmedabad, Gujarat (India) exporting textile dyestuffs in more than 40 Countries across the world)

### Significant Achievements

- Awarded Best Brand Manager of the World for 2014.
- Less aged merchandises & adequate fresh merchandise rotation plan round the seasons.
- Explored and devolved multiple region specific needs keeping brand DNA intact to optimized business opportunity
- Transformed an under achieving regions/stores to a successful
- Achieved a completely un-worked territory surpassing all sales goals in spite of challenges allied with sales
- Received a letter of appreciation from the Managing Director of the Apparel Group for customer service
- Immensely enjoy navigating all aspects of complex projects and recognized as creative and trouble shooter
- Awareness Training program ISO 9001:2000
- Workshop (training & development) - “The difference is you – Customer service quotient workshop 2”
- Workshop (training & development) – “Born again – Teamwork & culture workshop 2”
- Been involved in more than 130 stores opening throughout Gulf, India & Russia
- Been involved to share best practices & Loss Prevention tool

### Education

Bachelor of Science (Chemistry)	Gujarat University, Gujarat, India	1999
Management in Export & Import	AMA, Ahmedabad, Gujarat, India	2001

### Training

- Distribution & Merchandise Management - Aldo Group Apr 2007 Montreal – Canada
- RIMS & Momentis - online buying strategy - Aldo Group Mar 2009 Montreal – Canada
- Brand Managers Training - Aldo Group Mar 2009 Montreal – Canada

### Computer Skills

Knowledge of advance MS Office (Word, Excel & PowerPoint) internet & e-mail applications. Advance knowledge of Point-of-Sale based software package (Microsoft Navision), Hyperion. Basic Hardware & trouble shooting

### Personal Details

Nationality : Indian  
Date of Birth : 9th May 1979  
Marital Status : Married  
Language : English, Hindi, Gujarati  
Driving License : Valid UAE & India Driving License  
Reference : Furnished promptly upon request