



EDUCATION

2010-2014
INDIA

Bachelor of Design
NATIONAL INSTITUTE OF FASHION TECHNOLOGY

2022
DUBAI

CORE BRA PATTERN CUTTING & GRADING
IA TECHNICAL I DAVID MORRIS

SKILLS

- Key Account Management
- Commercial Strategy
- Sales & Margin Performance
- Forecasting
- Assortment Strategy
- Market Intelligence
- Pricing & Negotiation
- EXCEL, SAP, Power BI, Prana

EXPERIENCE

03/2022 - 04/2026
PVH CORP, Dubai

Account Manager, Sales & Commercial
(Middle East, Africa & CIS - 43 countries)

TOMMY HILFINGER (UW, Lounge, Nightwear & Swim: Men's/ Women's : 8M), Women's (18M), Men's (30M)

CALVIN KLEIN (UW, Lounge, Swim : Men's/ Women's - 22M) , Accessories (16M), Kids (5M)

Values are in Euro & describe yearly business values

- Managed a 30M Euro annual regional portfolio of strategic partners, overseeing commercial performance, account development & seasonal sales execution across MEA & CIS (43 countries), across multiple categories
- Delivered +7% YOY growth in 2024 & +9% YOY in 2025, contributing to leading growth across the South East Hub.
- Launched NOS (never out of stock), programme to improve availability & maximize sell through performance across strategic accounts
- Acted as the Regional Commercial Voice to Global HQ, translating MEA & CIS market needs into recommendations for range planning, pricing, allocation & product strategy.
- Spearheaded the development of regional launch of Tommy Hilfiger Modest Swim, Calvin's Ramadan Accessory collection & Gift Pack range for Calvin Kids, identifying an unmet consumer need & expanding the brand's market opportunity
- Collaborated cross functionally with planning, merchandising, supply & global teams to optimize assortment, pricing, inventory & stock flow, supporting smooth commercial execution
- Supported commercial decision making through data driven analysis & performance tracking using Excel, SAP & Power BI
- Used regional consumer, competitor & sales insights to identify opportunities for category expansion, newness & incremental business growth
- Developed & executed seasonal GTM & sell in strategies, aligning account plans, assortment adoption & commercial priorities with regional KPI's & global brand direction
- Presented seasonal strategies, new product launches, commercial opportunities & brand direction to key accounts through high impact business presentations & sales pitches.

08/2020 - 02/2022
Landmark Group,
Styli.com
Dubai

BUYER - E-commerce - Private Label
(UW, Lounge, Nightwear, Swim - Men's & Women's) - Middle East Market

- Led seasonal assortment strategy, and option planning across multiple categories, balancing commercial targets, margin, consumer demand and inventory.
- Translated market, consumer & Competitive insights into assortment opportunities, identifying category gaps across fabrics, styles, utility, pricing & product details
- Optimized inventory and size curves to improve availability, sell-through and markdown efficiency across e-commerce business
- Partnered with Planning, Design and Logistics to deliver budgets, forecasts, launches and seamless end-to-end product execution.
- Grew Lingerie share of business by 5% YoY through targeted category expansion and emerging consumer need identification.
- Owned online activity like Descriptions, visibility, photoshoots etc
- Optimizing data like returns, sell throughs, conversions, views v/s sales to improvise assortments
- Owned supplier negotiations and commercial relationships, driving cost, lead-time and quality efficiencies while maintaining brand standards.

09/2017 - 04/2020
BMA International
Dubai

JUNIOR BUYER - Private Label
UW, Lounge, Nightwear - Men's & Women's
Middle East Market (60 stores ~1000 SKU's)

- Managed seasonal buying & assortment execution, aligning selection with market demand & targets
- Managed supplier relationships & negotiations, driving cost, led time & quality efficiency.
- Conducted market & competitor analysis to identify category gaps & pricing decisions
- Coordinated with Planning, Design & Logistics on budgets, forecasts, Product Development & timely launches across retail network
- Partnered with Planning, Design and Logistics to deliver budgets, forecasts, launches and seamless end-to-end product execution.
- Grew Nightwear/ Lounge to become a separate department

03/2015 - 06/2017
Zivame.com, India

SENIOR DESIGNER - Private Label
Men's & Women UW/ Nightwear

- Led product development & category strategy for lingerie collections based on consumer insights, market trends, sales data & customer feedback into commercial product opportunities.
- Led development of the TRUE CURVE Sexy Comfort collection for plus size women, an early dedicated offering in the Indian market that continues to represent ~20% of total bra sales
- Introduced a dedicated younger women's bra range , contributing ~15% of total bra sales
- Owned end to end product development, from concept, range architecture through sampling, fit, quality approvals & product execution.
- Partnered cross functionally with merchandising, sourcing, suppliers & manufacturing teams to deliver collections aligned with commercial & consumer requirements

07/2014 - 02/2015
Groversons Apparel
Pvt Ltd, India

DESIGNER : Private Label
Women's UW

- Developed Lingerie Collections from concept through sampling, working closely with manufacturers & in house teams to translate design into production ready products
- Created detailed tech packs, specifications & production documentation for factories, ensuring accurate execution of design, fit & construction details
- Managed sampling, fit checks & quality approvals, coordinating with sampling & manufacturers through multiple development stages
- Managed material usage & MOQ across ranges, balancing design requirements with production feasibility
- Coordinated sampling schedules & factory communication to ensure timely product development & production readiness