



# Nadia Bolzan

Head of Merchandising

London, UK

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## Languages

Italian (Native)

English (Fluent)

## About

Financial and Merchandise Planning | Analytics | Inventory Management | Team Leadership

I am a highly motivated and proactive professional with a wealth of experience and in-depth knowledge of all aspects of financial and commercial planning, range and inventory management, open to buy planning and data analytics. I have a proven track record of business success across fast-paced, multi-channel businesses and have demonstrated strong leadership and stakeholder management skills and the ability to work collaboratively and cross-functionally in a matrix organization at a time of rapid growth. I have strong analytical skills with great attention to detail with the ability to visualise and present a holistic view of the business

### BRANDS WORKED WITH

Aquascutum Ltd

Browns

Firetrap

Pandora (Uk) Ltd

Vashi

## Experience

### ● Head of Merchandising

Vashi | Mar 2021 - Aug 2022

Omnichannel fine jewellery brand. Reporting to Chief Growth Officer and Production Director

Purpose: responsible for defining and building the product strategy, pricing and competitive advantage and establishing robust merchandising processes to underpin the planned sales and margin growth

Planned and delivered sales, stock turn and margin budget, identifying trading risks and opportunities

Managed all aspects of strategic planning, ensuring the right commercial insight, input and leadership was integrated into the commercial plans

Led the team to derive meaningful insights from data, presented analysis on seasonal market trends and shifts in the competitive landscape to inform planning and trading decisions

Owned the full product lifecycle from commercial brief to the design team to delisting

Responsible for demand planning at category and component level for production capacity management and raw material purchasing

Redesigned product hierarchy and set up new dashboards and reporting tools to measure performance against plan

As part of the SLT, influenced cross-functional leadership across design, PD, production and sales to deliver strategic direction for the product

Partnered with the IT and data teams to develop new tech solutions and enabled the function to become more data-led and drive efficiencies in planning and stock management systems

Driven the implementation of key merchandising and commercial strategies

### ● Merchandise Planning Manager

Pandora (Uk) Ltd | Sep 2011 - Jan 2020

Led the growth and development of the Merchandising function by developing systems and business processes and building a cohesive team to deliver top line sales and profit through effective planning and inventory management. Set the departmental strategy and objectives Merchandise Financial Planning

Held accountability for generating the sales and markdown budgets at store, channel and product category level

Planned the gross margin and forecasted stock intake requirements

Efficiently planned wholesale revenue and set Open to Buy budgets for franchise business partners, providing them with analytical support and recommendations on volume and assortment of replenishment orders

Achieved planned wholesale and retail profitability through accurate setting of trading prices and markdowns Product & Range Planning

Devised commercial, customer-focused range and assortment plans with definition of breadth and depth throughout store grades for physical stores, including franchise partner stores and online platforms and

## e-Commerce

Generated category sales plans to drive revenue growth and hit inventory targets

Efficiently managed product lifecycle and reviewed assortment edits

Drawn up and submitted collection structure and pricing architecture to global product development and design team

Project managed implementation and use of TXT Merchandise planning and inventory management system in the market Inventory Management

Owned WSSI (Weekly Sales, Stock and Intake) plan and took appropriate actions to secure targeted forward cover, accounting for peak trading periods and managed Open to Buy budget

Liaised with distribution centre to ensure on-time and in full deliveries

Optimised product performance and provided strong leadership for allocation best practice process and systems Analysis

Analysed and presented qualitative and quantitative data, with actionable insights to inform commercial decisions

Created reports and dashboards with comprehensive sales and transactional analysis to respond quickly to shifts in consumer behaviour and trends, drawn risk scenarios and provided insights into performance deviations from plans

Conducted detailed post launch performance review and competitor analysis to inform future ranges

Liaised with regional and global BI and data science teams to support system developments in the market Trading

Traded product categories and devise action plans for stores and e-Comm to maximise commercial opportunities

Owned Merchandise Trading calendar: managed NPD launches and promotional activity, fostering collaboration with Retail, Marketing, VM, digital to ensure flawless execution of the plan across all channels, social, email and affiliates

Conducted review of seasonal collections including competitor and trend analysis to inform future ranges Leadership and Team Building

Provided strong leadership, inspiring and leading by example, coached team members to realise their potential, fostering collaboration and learning

Regularly communicated company strategy and vision and created personal development plans, engaging team to deliver on company KPIs and to achieve personal goals

Held frequent one-to-one meetings and review responsibilities, performance to date and agreed development roadmaps providing constructive feedback Communication

Collaborated cross functionally with Finance, Marketing, Retail and Global Supply Chain, BI, Design and Product development teams and align strategic actions within a Matrix organisation, influencing internal and external stakeholders and challenging the status quo when necessary

Utilised structured communication skills throughout the business and communicated effectively and transparently regarding NPD launches, product discontinuations, promotional plans, and stock fulfilment Demand and Supply Planning

Driven statistical Demand and Supply planning for jewellery and packaging, in line with top line plans

Held leadership role on monthly S&OP meetings with global Supply Chain and Demand Planning

Project managed introduction and use of Logility system and best practice demand planning in the market

Managed team to execute line level forecasting to ensure optimum stock availability throughout 1,400+ SKUs

## ● Senior Merchandiser – Menswear and Outlets

Aquascutum Ltd | Jul 2010 - Sep 2011

Responsible for Range and Financial Planning

Collaborated closely with Buyers to instigate seasonal range direction and construct a balanced product range

Generated comprehensive department plans and phased option plans by grade, by sub-brand and division

Generated the sales, markdown, margin and stock forecasts at division and store level for monthly, quarterly, and budget review for the Menswear and Outlets division. Executed financial planning for Wholesale division

Drove OTB planning and WSSI forecasting by category in line with divisional plans

Utilised line cards to re-forecast continuity options, liaising with suppliers to ensure timely re-assortment

Supported the business strategy through development of top line financial plans by sub brand and division

Assisted Merchandise Manager on strategic planning and made commercial decisions to flex plans

Efficiently managed the Merchandising Trading Calendar for the Menswear department and Outlets Inventory Management

Efficiently managed the Critical Path and ensured movement through the business in line with the inventory strategy

Effectively managed stock between Wholesale, Online and UK retail markets pre and in season and ensured all changes were communicated to B&M teams in a timely manner

Managed relationship with continuity tailoring suppliers to secure optimum flow of stock into the business. Team Management

Provided leadership and direction for a team of five, including a Merchandiser, AM and three MAAs

Held comprehensive weekly team meetings and on-to-ones to elaborate on department priorities and personal development, serving as support, trainer, and coach



- **Retail Merchandiser**

Firetrap | Feb 2008 - Jul 2010

- **Product Merchandise Manager**

Browns | Apr 2006 - Jan 2008

## Education & Training

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- **Judge Business School, University of Cambridge**

Leadership Development Programme, Pandora Leadership Development Programme

- **Liceo Scientifico "Duca degli Abruzzi"**

Diploma, Secondary Education

- **University of Udine**

Master's Degree, Foreign Languages and Literature,

- **Westminster University**

HNC, Business Studies