



Jose Maria Alma-gro Baro

Womenswear Senior Buyer

Berlin, Germany

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Languages

Spanish (Native)

English (Work Proficiency)

French (Basic)

About

"A fashion Senior Buyer & Designer with 10 years' experience in Buying, Design and Product Development, passionate for Fashion, ecommerce and trends able to join the creativity and the commercial view of retail, is looking for new opportunities and to grow into the fashion business"

BRANDS WORKED WITH

EDITED (ABOUT YOU Group)

Hoss Intropia

Louis Vuitton

RINA FASHION

Zalando

ZARA (INDITEX GROUP) A

Experience



● Senior Buyer and Designer

Zalando | Apr 2020

LEAD BUYER & DESIGN PRIVATE LABELS WOMENSWEAR Senior Buyer and Designer responsible for the Knitwear, Sweats, Trousers, Blouses and jeans collection for the Zalando Private Labels in the Womenswear department. I manage a budget of 32.5M euro NMV with an average of 700 SKUs per season. I lead a team of two Junior Buyers and two Assistant Buyers reporting directly to me, together with a group of different stakeholders such as Designers, Technicians and Merchandisers. I also lead the collaboration with different external suppliers in sourcing, planning and negotiation. My main responsibility is to lead my direct Buyers to create a commercial range of product for each of the product category in different drops along the season. Together with Merchandisers to plan the strategy for each brand and the budget allocation to achieve the sales and growth goals of the Department. We trade sales weekly and end of season leading the actions to take to optimize stock levels and sales performance giving our customers the right product in the right time. I manage directly with 3 Designers and 3 Technicians leading the trend research, Product brief to suppliers, sampling process and fitting control. Achievements: I have achieved an increase in sales of +272% NMV vs previous year and +13% vs pan for Sweats and a +65% NMV vs previous year and a +11% vs plan for trousers. I have established a wide and success product range base on plan.

● SENIOR BUYER Senior Buyer

EDITED (ABOUT YOU Group) | May 2019 - Mar 2020

per season. I worked with a team of designers and Technicians to develop the whole range of product for each category following the customer profile and the brand Identity. My main responsibilities were to create the Outerwear, Knitwear and Tailoring collection range together with Design including trends research, mood board presentation to suppliers, final styles selection, visit to suppliers' showrooms, sketches review and final collection presentation to be signed off. I negotiated with supplier purchase price, fabric offer, lead-times and ordering conditions. We have monitored in season reorders and monthly OTB. I worked close to technicians in the sampling process, Tech packs send out, sample request, fitting and final approvals including the develop of our own patterns. Finally, I tracked sales and collection performance weekly, monthly and end of season to ensure the correct product mix and the most accurate stock assortment.



● BUYER & DESIGNER OUTERWEAR & TAILORING

Zalando | Oct 2017 - May 2019

Buyer and Designer responsible for the Outerwear and Tailoring collection for the 3 private labels brands Anna Field, Kiomi, Mint & Berry in Womenswear composed by 900 options and 2.5M budget per season. I worked with a team of one Junior Buyer, one Assistant Buyer and 3 Technicians to develop a full range of product for the 3 brands following the customer profile and the brands identity. My main responsibilities were to create the Outerwear and Tailoring product range to make a

complete collection for the 3 brands including trends and inspiration research, mood board presentation to suppliers, styles selection, visit to suppliers' showrooms, sketch reviews and final collection presentation to be signed off. I also negotiated with suppliers purchase price, fabric offer, lead-times and ordering conditions. I monitored sales for a in season reorder strategy with a monthly OTB lead by Merchandisers. I worked close to technicians in the sampling process, fitting and final approvals including developing our own patterns. Finally, I tracked sales and collection performance weekly, monthly and end of season to ensure the correct product mix and the most accurate stock assortment.

- **SENIOR BUYER MULTI PRODUCT WOMENSWEAR & MENSWEAR**

RINA FASHION | Jan 2016 - Aug 2017

Product Responsible for four women's wear collections with 1500 options per year (style/colour) for 42 stores. I managed the full collection formed by the families of Jersey, Woven, Knitwear, Denim and Outerwear. I managed a design team formed by two fashion designers and two graphic designers for creating the collection including inspiration research, colours palette and mood boards' presentation, shopping trips, tech packs configuration, design process control, final design selection and full collection presentation. I managed Product team formed by one Assistant Buyer and one Controller to produce the collection and number of options planned, controlling the dealing with suppliers, fabrics selection, the sampling process and the final sample selection, terms and conditions, production and delivery, the daily sales performance control and the stock maximization. I worked in Identifying the market needs and the peaks of sales. Budget management and purchase control with 20% OTB.

- **PRODUCT MANAGER IN KIDSWEAR**

ZARA (INDITEX GROUP) A | Mar 2012 - Jul 2013

I have managed The Zara collection in 8 markets with 65 stores together with a team of 6 Country Managers for a total of 65 Store. 60% product selected from the main collection, 40% created specifically for each market. I have monitored a collection composed about 4000 options (style/colour) each season. Daily/weekly sales performance and KPI analysis for each store to optimizes performance Identify peaks of sales and future collection needs with past seasons analysis. To ensure the collection selection is delivered for each store twice a week according to sales, different tastes and fashion trends in terms of models and units per size. Managing Stock flow weekly increasing, reducing, or reinforcing deliveries and Identifying product lacks solving them in less than 2 weeks with Designers and Buyers. Close liaison with Designers and Production team for all categories. Create specific collection to cover white spots in order to fully cover the customer demands on the market Achievements: I have achieved a 22% sales increase compared the previous year. I have created a special collection for each market with a sales performance of 78% STD.



- **PRODUCT MANAGER**

Hoss Intropia | Oct 2010 - Jan 2012

Buying and Merchandising responsible for the Accessories and Footwear collection for 22 stores in Spain, UK, Italy and EEUU. Analysis and monitoring sales during the campaign, stock level control for each store. Close liaison with Design team and Production to define SKUs, size range, colour options, quantities and lead-time to create the collection adapted to each store. Work close with suppliers in China and Turkey.



- **STOCK CONTROLLER AND SALES ASSOCIATE**

Louis Vuitton | Oct 2009 - Oct 2010

Stock management for Madrid stores and customers performance analysis.