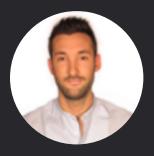
## Dvveet



# Michele Nicolè

Senior Brand and Merchandising Manager

- ② 22100 Como, Province of Como, Italy
- Michele is Available to work

Portfolio link

Portfolio file

View profile on Dweet

#### **Work Preference**

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

#### Skills

Collections Management (Advanced)

Team Management (Intermediate)

Business Analysis (Advanced)

Collection Strategy (Advanced)

Competition Research (Advanced)

Pricing Strategy (Advanced)

### Languages

English (Fluent)

Italian (Fluent)

#### **About**

Consolidated global product, brand and merchandising management experience (roughly 10 years) in a senior position within medium and billion international companies.

Proven and consolidated experience managing different product categories in multi-ethnic dynamic global environments.

Strong experience in a sport company with a significant and crucial knowledge of sport values and principles.

Licenses business model background ,focused on accessories within different international companies.

**BRANDS WORKED WITH** 

Hugo Boss Ticino Sa

Rossimoda (Lvmh Fashion Group)

Safilo Group S.P.A.

## Experience

#### Brand and Merchandising Manager Specialist

Hugo Boss Ticino Sa | Jan 2018 - Now

MAIN ACTIVITIES

- -Guarantee the development and implementation of a collection framework in terms of market driven products range and pricing proposals;
- -Manage market analysis and research;
- -Monitor turnover developments analyzing and optimizing distribution channels, implementing sales plan actively steering sales organizations;
- -Interact, analyze and communicate with our subsidiaries and markets to define requirement for our assigned lines;
- -Responsible for the pricing of the collection according to the target positioning and margins
- -Define seasonal forecasts and delivery plans;
- -Lead the core range process definition for directly operated stores;
- -Collaborate cross functionally to ensure the proper implementation of strategies
- -(Market, Design, Operations, Shop Construction, Visual Merchandising, Communication...).

#### Marketing Intelligence Analyst

Safilo Group S.P.A. | Dec 2012 - Mar 2013

MAIN ACTIVITIES

- -Development and implementation of market research plans and relationships to market
- -research suppliers/partners.
- -Run queries on own data and performs analysis to support decision senior and junior
- -brand managers;
- -Compiles and deliver business intelligence reports for brand managers;
- -Researches information for marketing team and other departments;
- -Sell in analysis, collection structure analysis.
- -Build methodology and processes for Market sizing, Market share and Customer
- -Segmentation analyses
- -Provide market intelligence measuring market-specific metrics and analyses on market size,
- -market share, and industry trends for product/services/solutions to support marketing and
- -sales planning and development.

#### Product & Merchandising Manager Assistant

Rossimoda (Lvmh Fashion Group) | Nov 2011 - May 2012

MAIN ACTIVITIES

- -Reporting to the Sr. Product & Merchandising Manager, tasked with full product creation
- -process for footwear first and second line.
- -Supervised direct report focused on line planning, data entry, and sample management

- -Responsible for planning and assorting market competitive styles & SKUs to maximize
- -productivity, margin, and revenue -Sell-in, sell-out reporting and competitor analysis.
- -Product range and line building analysis
- -Support during sales campaigns (creation of sales brief for first line brands)