



Michele Nicolè

Senior Brand and Merchandising Manager

📍 22100 Como, Province of Como, Italy

✔ Michele is **Available to work**

[Portfolio link](#)

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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)