



# Nidhi Puri

Supply Chain Executive- (concept to consumer), Digital Product , Technical Design, Supply Ops. & Production

New York, NY, USA

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## Languages

English

## About

TECHNICAL DESIGN LEADER | DIGITAL SUPPLY CHAIN-TECHNICAL SERVICES EXECUTIVE LEADING; PRODUCT DEVELOPMENT | RAW MATERIAL | DIGITAL FIT| & SUSTAINABLE PRODUCTION Charismatic, agile, and inclusive Supply Chain Leader with proven track record of successfully leading US and global teams for companies with revenue ranging from \$700M to \$24.6B. Excels in leading product development, technical design, sustainable supply chain, quality, sourcing and raw material teams through change management, elevating talent, and managing brand launches from concept to commercialization.

### BRANDS WORKED WITH



## Experience



### ● Vice President Technical Services- Supply Chain

PVH | Nov 2020 - Dec 2022

Strategically led the digital product development, technical design strategy, raw material supply chain, production, and fit process for the \$740 million omni channel division.

- Inspired and developed high performing team of technical designers, fabric, sourcing, and product experts, across the US, Africa, Egypt, Sri Lanka, Bangladesh, Hong Kong, Taiwan, Vietnam, Indonesia, and India.
- Orchestrated Digital Transformation through change management across Tommy Hilfiger and Calvin Klein businesses to achieve KPI of 81% reduction in physical samples.
- Develop in collaboration with brand president, first of its kind apparel concept to consumer sustainable supply chain pipeline in East Africa to accelerate business growth resulting in additional 20% LDP savings. Digitizing raw material management process to unlock procurement and speed.
- Set strategic direction to right sizing and optimize teams across the globe to balance the right talent doing the right work in the right place. Reduced turnover, increased talent efficiency by 40% and achieved 87% in Employee engagement survey.
- Launched Artificial Intelligence and Machine Learning driven fit sizing strategy based on US consumer body data study, driving 40% higher SKU efficiency, and optimizing inventory.
- Built a robust raw material and vendor sourcing strategy across division to meet and exceed brand's digital goals, whilst optimizing supply & demand, procuring capacity, and driving sustainable/ traceable supply base transition.



### ● Senior Director Technical Services

PVH | Jul 2015 - Oct 2020

Engineered and implemented responsive digital supply chain model for speed and margin optimization.

- Drove virtual approvals across Menswear and Boys woven and knits reducing sampling cost by \$420,000.
- Established a supplier fit certification process enabling the brands to digitize the process pipeline to achieve 90% certification of strategic suppliers.
- Executed PLM/3D integration, Tech Pack accuracy KPI's, Entify costing/ Microsoft Excel tool and Risk Assessment process, across the supply chain to drive operational excellence and cost efficiency.
- Orchestrated sourcing supplier matrix by increasing global vertical and near shore suppliers to achieve 72% higher leveraging for quality, cost, capacity procurement, fabric platforming and shorter lead times.



### ● Director Technical Services

Macy's | Apr 2013 - Jun 2015

Managed US and global team of technical designers, product developers and pattern makers to drive growth for Womenswear brands worth \$2.6

billion; INC, Alfani, Charter Club and Millennial brands.

- Supervised teams on key fit projects to share consumer insights & data analysis to educate district stores and Macys.com business partners.

- Successfully launch e-comm product elevation training.

- Ensured raw material developments were supporting seasonal and long-term strategic opportunities across all brands to maximize innovation, flexibility, and quality, drive over \$90M in fabric savings.

- Guided teams through the launch of Millennial brand- 'Maison Jules' and Latina brand 'Thalia.'



- **Senior Manager Technical Design**

Macy's | Sep 2011 - Mar 2013

Managed Technical Design Team.

- Established grade rules, created KPI dashboard share progress, developed block patterns, and standardized fits for brands resulting in 30% reduced sampling.

- Directed on-site factory training and best practices, increasing first fit approval to over 70%.



- **Manager Technical Design**

Gap | Apr 2005 - Sep 2011

Managed global team for underwear, activewear, and swimwear categories.

- Rolled out the fit forms' development project for Gap Inc.; forms creating consistent fit.

- Collaborated with Store leads; created an innovative solve reducing out-of-package returns by 15%.



- **Senior Technical Designer**

Gap | Dec 2003 - Mar 2005

- Optimized in-store returns by 18% by analyzing consumer insights & elevating fit blocks.

## Education & Training

- **Columbia Business School**

Organizational Leadership Program (BLET)-,

- **Fashion Institute of Technology**

Fashion Merch. & Garment Construction-,

- **Delhi**

Bachelor of Accounting,