



Alexander Gavlin

Strategic Director

📍 Weißadlergasse 15, 60311 Frankfurt am Main, Germany

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

 [LinkedIn](#)

Languages

English

About

Result oriented professional with experience in various leadership roles within retail and wholesale. Demonstrated expertise in sales, retail operations, brand management, and strategic planning. During last 12 years I have constant career growth from Territory Sales Representative to Country Manager at Amer Sports, Nike, VF Corporation, Eren Perakende which are well known, high performing companies, true leaders of the industry. Proven ability to lead teams, negotiate with key stakeholders and drive successful business operations. Holds a Master's in Business Administration and Engineering diverse skill set ranging from retail industry management to IT skills, including data analytics and e-commerce expertise.

BRANDS WORKED WITH

ALUF SPORT

Eren Holding

Nike

VF

Wilson Sporting Goods

Experience



● Retail Operations and Planning Advisor

ALUF SPORT | Jul 2023 - Nov 2024

- Enhancing Operations and Logistic process (implemented short codes and optimized product delivery process)
- Implemented Check Lists
- Implemented daily team meetings (to explain targets, highlight bullet points)
- Adjusting Stores Merchandising and Navigation (Based on consumer journey)
- Presenting Retail Calendar (Based in Sell-Out, Speed of Sales and Stock)
- Implemented New Store Schedule (based on traffic)
- Implemented Retail Store Planning based in Retail Sales Plan and P&L



● Brand Director of SuperStep business

Eren Holding | Oct 2020 - Jan 2023

- Accountability for 35 Stores across the country, On-Line and Market-places
- Managing Planning, Retail, Marketing (incl E-com) and Retail Marketing teams
- Change (based on experience) approach and processes in product and retail planning.
- Change distribution matrix based on deep numbers and consumer analyses
- Lead Building of Consumers Journey inside the store.
- Achieve 52% YTD growth in Net Sales, Triple digit in Gross Profit and Double Digit in Retail KPI
- Preparing and Implementing 1-3-5 years Strategies
- Implement RACI Model (describe or change responsibilities for each team member)
- Implementing New Motivation System for Planning and Retail Teams based on the main goals of the business
- Launch SuperStep People project (to create the brand values and change the mentality of the Employees)
- Leading all New Openings and Refits
- Leading SuperStep Whole Sale (own brand: Lacoste and Diadora) and Marketplaces (Wildberries, Lamoda, Ozon,)



● Sales Director (Brand Director)

VF | May 2018 - Oct 2020

- Managing Jeans Wear Business in Russia, both from Sales, Operations and Brand Perspective
- Managing Team of 5 sales executives, 1 assortment planner and 1 retail marketing manager
- Upgrade forecast process including Cancelations, Returns, Markdown Planning etc.
- Tracking and execute Monthly-Quarter-Yearly Shipments (forecast and deliver)

- Develop and Implement New Distribution Strategy (Implement Tiering and Assortment Deaferentation inside channels)
- Leading National Key Accounts and Marketplaces (Wildberries, Lamoda, Ozon)
- Implement Retail Tools (based on Nike experience)
- Develop and Implement Quarter and Yearly Action Plan for Key Partners (Partner Stores, Key Accounts and Distributors)
- Developing (providing Statement of Work to different company) analytical tool for better replenishment, sell-in and sell-out understanding based on MS Power Bi (work still in progress)
- Leading GTM Process both in HQ and in Russia



● Strategic Key Account Executive/Partners

Nike | Nov 2015 - May 2018

- Managing Nike Key Account Partners (IRG Group, A3 Group)
- Managing NIKE Stores Russia (Nike Partners Stores)
- Developing (together with Nike Management Team) and Leading Nike Partners Retail Strategy
- Building Nike Environment in Retail. (Snickers Culture through Nike Sports Wear Concept)
- Leading Nike Russia Stores Openings
- Leading Current Store Refits and New Concepts
- Leading Nike Young Athletes Category launch at Nike Stores
- Managing "Apple Watch" Launch at Nike Stores (Global Contract)
- Developing Sales Promo at Nike Stores (Family&Friends Days, Bound Back Coupon, Mothers and Fathers Days Promo, Garage Sale etc)
- Leading the Assortment Planning Process (assortment differentiation, replenishment and NOS programs, best sellers replenishment program)
- Managing OTB (Open to Buy Planning), Product Cancelation, Reverses, At-Once and MD Planning
- Leading Nike Monobrand Partners Gross to Net calculation
- Lead Brand activation & elevation WC18 plan across Nike Stores



● Key Account Executive

Wilson Sporting Goods | Apr 2012 - Jun 2015

- Managing Wilson Key Accounts in Tennis and Basketball
- Develop Team Sport as a category (increase in Basketball sales from 800 units in 2012 to 10000 in 2015)
- Securing accounts sell-through by categories and on the SKU level
- Product Range Presentation for all accounts (including Sport Master, Decathlon and Intersport)
- Coordination of accounts budgets (per season, quarter, year)
- Creating products promo and marketing strategy (ex VTB United League, Kremlin Cup, Kazan Universiade)
- Creating accounts sales team motivation program
- Holding product trainings for accounts and accounts salesforce
- Coordinating supply chain of the product from Warehouse to client store
- Creating products offers in-line with Wilson strategy (focusing on Margin, STR and other indicators)
- Searching for new Business Opportunities on the Apparel and Footwear market.

Education & Training

2008 - 2009

● Hochschule für Technik und Wirtschaft

Master of Business Administration,

2008 - 2009

● State University of Telecommunications

Diploma in Economics and Management (Master's Degree Equivalent),