**Edgar A. Membreno**
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***Summary of Qualifications***

Extensive experience in corporate merchandising product development and strategic sourcing positions with responsibilities including: style development, sourcing, planning, and sales analysis/reporting for male, female and children’s brands.

* Proven ability to increase sales revenue via trend analysis and successful development of sku assortments and cost negotiations for maximum profitability and customer satisfaction.
* Accomplished experience with diverse teams and an ability to foster growth within teams through effective communication, direction and a hands-on training approach.
* Proficient and resourceful, able to quickly adapt to multi-faceted work environments and shifting priorities.
* Strong strategic business skills that can help focus goals and outcomes through successful implementation of company-wide initiatives.

***PROFESSIONAL EXPERIENCE***

**MACPHERSON’S** – Emeryville, CA July 2017 – Present

**Product Development Lead** – Art Alternatives and International Private Label (7/2017 – Present)

* Lead of in house private brand, Art Alternatives, managing 5 thousand skus across 8 major classifications, equaling $20 million dollars in annual sales – or 13.3% of total company sales. Also lead for all international private label projects, representing an additional $2 million dollars in annual sales.
* Lead the Integrated Product Team - consisting of Product Management, Brand Management, Category Management and the Sales Team – managing all disciplines that positively impact the development and sales of product including product development, production, promotion and product integration.
* Development of programs by identifying trends and potential products that will increase the business by conducting market research, generating product requirements, determining specifications, production roadmap and timetables, pricing, and time integrated plans for product introduction. Most recently - developing three new programs for 2018 launch that are projected to generate an additional $500,000 in sales in the second half of the year.
* Constant analysis of the business and market trends – completing half yearly sales and competitive price-point analysis in order to adjust pricing and sku count based on needs of the business and market analysis. Constant analysis of market trends through attendance of trade shows, craft and art fairs and analysis of current and future market trends in order to develop businesses and products that are trend right and relevant to the future development of our business and that of our private label customers.
* Obtain product market share by working with Brand and Sales Managers to develop product sales strategies for new and existing product lines and brands.
* Recommend the nature and scope of present and future product lines by reviewing product specifications and requirements based on the needs of the business and market competition and trends, then use this information to appraise new product ideas along with any challenges associated with the product and/or packaging changes.
* Bring new product to market by analyzing proposed product requirements and creating a launch strategy and market brief. Introduce and market new products by developing time-integrated plans to the Brand and Marketing teams.
* Manage all overseas production and supply chain – managing communication with overseas partners on a daily basis in order to ensure on time delivery of product that has been developed according to specifications (quality and environmental standards).
* Provide information for the Senior Leadership Team by preparing short and long-term product sales forecasts, special reports and analyses.
* Working closely with the newly formed e-commerce team to expand our businesses into these segments while maintaining strong businesses through distribution and sale of our product in brick and mortar locations across the US. Currently working to expand and manage our business through Amazon and also targeting the creation of a MacPherson’s B to C online store for our exclusive brands.

**THE NORTH FACE** – Alameda, CA October 2016 – February 2017

**Product Manager** – The JUMP Team (10/2016 – 2/2017)

* Oversaw all business aspects and development of Outlet and Exclusive Merchandise within The North Face equaling $200 Million in business - managing all overseas and domestic communication, business development, product development and implementation of key strategies for each season.
* Partnered with key accounts to assess the needs of their business and worked individually and with the team to create programs and individual skus that, not only met the needs of their business and filled any holes in their sales projections, but were also in line with brand goals and fit into the trends of the season.
* Partnered with Production and Sourcing on a weekly basis to understand how to implement product and supply chain strategy that would align with existing in-line business.
* Balanced assortment between Asia and Latin America supply chain – ensuring the right balance to deliver product at the lowest possible cost and to exceed margin targets for each brand, while maintaining a balanced and focused assortment that executed the vision for each brand and season, while also ensuring high quality standards were maintained for all vendors.
* Key Contact for product development across all classifications - reviewed every step from initial sketch to reviewing bulk production approvals and Top of Production samples, ensuring proper execution of product vision through vendor supply chain.
* Created Seasonal Strategy for Outlet merchandise, creating a clear vision for the upcoming season through classification shifts, trend, and needs of the business across all divisions – Men’s, Women’s and Children. Used analytics of previous year’s sales analysis and market trends in order to develop trend right merchandise that is relevant to the customer.
* Managed a team of three developers and three designers, developing each member of the team to own a piece of the business and develop their own style and managerial strengths and using solutions based training to come up with creative and inventive methods to maximize results for the business.
* Managed communication with multiple accounts - ensuring clear implementation of product strategies and delivering merchandise that catered to the needs of the business, while maintaining the integrity of The North Face brand.
* Lead contact with the Omni Channel team – working to better integrate the TNF line into the online experience through experience driven platforms that suited the lifestyles of the customer.

**BELK** – Charlotte, NC January 2016 – June 2016

**Product Manager** – Girls

Oversee all business aspects and development of 5 girls’ brands within Belk equaling $65 Million in annual sales - managing all overseas and domestic communication, business development, product development and implementation of key strategies for each season.

* Leader in developing and creating all pre-season strategic alignment, from material sourcing strategy to creating seasonal strategies and line plan for the brand and ensuring that these initiatives are carried out throughout the seasonal development process.
* Balanced assortment between international and domestic supply chain – ensuring the right balance to deliver product at the lowest possible cost and to exceed margin targets for each brand, while maintaining a balanced and focused assortment that executed to the vision for each brand and season, ensuring high quality standards are maintained for all vendors.
* Key Contact for product development across all classifications - reviewed every step from initial sketch to reviewing bulk production approvals and Top of Production samples, ensuring execution of product vision through entire supply chain.
* Managed one associate and one assistant, developing each own a piece of the business and develop their own style and managerial strengths and using solutions-based training to come up with creative and inventive methods to maximize results for the business.
* Expert on market place and competition, constantly focused on competitive analysis and shopping the market to ensure on trend assortments that are relevant to each market across the south. Used analytical tools for business and market analysis used to develop key trends and initiatives for upcoming seasons to drive vision behind key sales initiatives for upcoming seasons.
* Lead contact with the online buying and merchandising team – working to build a better brand foundation that clearly identified Belk Product from national brands in order to create brand recognition.

**KOHL’S DEPARMENT STORES -** Menomonee Falls, WI, August 2011 – August 2014
**Brand Manager** - Marc Anthony Sportswear (4/2012 – 8/2014)

* Transitioned into a position with more directional responsibility, oversaw and managed all business needs for the brand by taking a leadership role within the cross functional team and becoming the point person for the brand in the process.
* Leader in developing and creating all pre-season strategic alignment, from material sourcing strategy to creating seasonal strategies and line plan for the brand and ensuring that these initiatives are carried out throughout the seasonal development process.
* Key Contact for product development across all classifications - reviewing every step from initial sketch to reviewing bulk production approvals and Top of Production samples.
* Expert on market place and competition, constantly focused on competitive analysis and shopping the market to ensure on trend assortments that are relevant to each market across the country. Use of analytics of company and departmental sales trends paired with analysis of competitive landscape and trends to drive key initiatives for sales growth from season to season.
* Key calendar management leader, ensuring that all processes in the product development cycle are met on a timely basis and ensuring on time execution of all deliverables throughout the season.
* Key Contact with the online buying team – working to ensure the needs of the online business were met and looking for new businesses opportunities that would increase sales while creating a stronger brand presence online. Built key business with this team – including an expanded cashmere sweater business that drove major margin dollars and creating a Big and Tall business that drove fashion over function, creating a diverse portfolio of Big and Tall options for our customer.

**Product Manager**- Marc Anthony and Rock & Republic Sportswear (8/2011 – 4/2012)

* Integral member of the team that had the two most successful menswear brand launches in Kohl’s history, generating combined sales of $129 million in their first year.
* Head of Strategic Management of both brands, creating Seasonal Strategy sheets in partnership with the buying team for 4 seasons per brand. In charge of creation and implementation of line plans for both brands and worked closely with design partners to ensure execution of strategy and line plans for each season.
* Managed development of all product for both brands, from initial counter sample development through to pre-production review, ensuring seamless execution of design vision into final product by constant communication with overseas partners.
* Presentation of seasonal strategy and product line samples for both brands 3 times per season. Worked in partnership with buying and design partners to ensure that strategic vision is executed through financial strategic plans and product presentation.

**EDDIE BAUER** - Bellevue, WA                                      April 2010 – August 2011 **Senior Merchandiser** – Men’s Woven Shirts, Retail Division

* Seamless transition into leadership position overseeing $35 million Men's woven shirts retail division with an aggressive growth strategy, pushing to double the business by Q1 of 2012.
* Oversaw a new product category including management and assortment of the product line, business plan creation, sales strategy, and profit margin targets.
* Analyzde sales trends and plans on a weekly basis creating recommendations to improve current business, while simultaneously making recommendations to future assortments to ensure aggressive future sales growth and profitability.
* Constant analysis of the competition, reviewing assortments and sales strategy to ensure that we were strategically in line with our competitors and to ensure we have all major trends relevant in the market covered within our assortment.

**ABERCROMBIE & FITCH** - New Albany, OH                        March 2005 – November 2009  **Merchandiser** – Men’s Fleece Outerwear – All Brands **(**9/2008 – 11/2009)

* Seamless transition into leadership position overseeing $40 million Male Fleece Outerwear division.  Oversaw a new product category including management of product and fabric development as well as new production process and vendor base.
* Created long term business strategy for this new product category with planning and sourcing, ensuring that we would continue to increase profit margins and build a strong vendor base for the next three years.
* Worked closely with the newly formed online team ensuring that the assortment would cover the needs of the strong international segment of business that was being created on the online platform – expanded color and size assortments as needed and creating exclusive merchandise for the online experience.

**Merchandiser** – Hollister Fleece Tops and Active Bottoms (02/2007 – 09/2008)

* Oversaw the $80 million Hollister fleece business by managing a team of 3 while reporting to the Merchandise Manager of fleece.
* Propelled Hollister Fleece Tops to positive likes for the season – ended Spring season at +6% and ended Fall season at +10% with an increase of 8% for the year.
* Consistently drove profit margin – dramatically increased profit margins 1.3% in 2007 versus 2006.

**Associate Merchandiser** – Abercrombie Kids Fleece Tops and Active Bottoms(02/2006 – 02/2007)

* Helped oversee $30 million-dollar Kids fleece tops and active bottoms business including vendor communications, profit margin targets, and garment production.
* Managed and trained two assistant Merchants.  Cultivated core skills development and provided direction and leadership in all day to day activities.

**Assistant Merchandiser** – Hollister Co Male Graphic Tees (3/2005 – 02/2006)

* Assisted Merchandiser in all areas of merchandising including: vendor communications, trim/wash/finishing development, sample tracking, sales reporting, and cost negotiations.
* Organized and conducted weekly selling meetings for Merchandiser and Merchandise Manager communicating product selling, trend analysis and strategizing future buys.
* Successfully spearheaded projects including the creation of a standardized competitive analysis sheet that was used to go in depth with our competition’s assortments and take away big ideas from our competitors.

**HECHT’S -** Arlington, VA                                                         September 2003 – February 2005 **Assistant Buyer – Executive Trainee** – Moderate Petites

* Managed a $20 million-dollar business through the product life cycle of the company, from going to market and creating seasonal buys to marketing goods and creating markdown strategies for the product.
* Worked closely with the head buyer and divisional manager to analyze trends at the beginning of the season, select key focus merchandise, determine pricing, and negotiate costs with vendors.
* Oversaw the reallocation of resources from mature moderate to fashion moderate business and oversaw the launch of three new fashion vendors, as well as managed six existing fashion moderate vendors, ensuring that the product made it through distribution channels in a timely basis.

***EDUCATION***

**California College of the Arts, San Francisco, CA**

DMBA Candidate, Graduate Design Strategy, 2021

**James Madison University, Harrisonburg, VA**

Bachelor of Business Administration, International Business with a concentration in Marketing, 2003