

Head of Sales, Fashion

PROFILE

A creative, goal-orientated International Sales Manager with over 10 years sales, branding and distribution experience in the high-end global fashion industry. Passionate about fashion having studied Women's wear at Central Saint Martins College, London.

Fluent in Korean, English and conversational Japanese, introducing new fashion lines within the Asian and European market places. Excellent sales, negotiation and brand management skills focusing on brand positioning and pricing strategies, working closely with an extensive distribution network taking products to market.

Dedicated, organised and driven people manager having team management experience for the past 4 years. Uses decisive and clear communication to help individual team members achieve both their personal goals and company targets.

Looking to join a global fashion company as International Sales Manager or Head of Sales bringing in new creative ideas and driving sales revenues up and to develop, through hard work and achievements, into a senior executive role.

PROFESSIONAL EXPERIENCE

May 11 – Present **Name of Company**

Bogner is an international luxury lifestyle sports fashion brand (www.bogner.com) headquartered in Germany. The company operates in 35 countries and has a turnover of € 194M.

Responsibilities:

- Developing the brand in South East Asian and Chinese markets with the right brand positioning;
- Managing a team of 4 to maintain all key accounts in Asia;
- Identifying new sales strategies and implementing them to maximise sales;
- Introducing the Bogner brand to new business partners in Asian markets;
- Managing sales and operating budgets, business planning and sales forecasting;
- Negotiating sales contracts;
- Reporting business performance to senior management in Korea and Germany;
- Liaising with the design and marketing team to develop new markets;
- Training sales staff to develop their knowledge of all collections (6 collections with 3 licenced product ranges);
- Development of a brand manual for the Asian market.

Nov 08 – Dec 10 **Sales Manager, Arrogant Cat Ltd. London. UK**

Arrogant Cat is a high street boutique women's fashion brand (www.arrogantcat.com) that is marketed through its own London stores and a range of high street retailers.

Responsibilities:

- Developing new business with customers including Asos, House of Fraser and Jane Norman;
- Managing of team of 3 sales staff;
- Managing relationships with over 200 independent wholesale customers;
- Project managed participation in trade shows including planning, organising and selling;
- Liaising with the Design and Marketing team to target and improve sales;
- Developing customer relationships and dealing with all product enquiries;
- Managing export sales customers;
- Managing pricing, promotions and events to enhance sales;
- Arranging all digital images for customers;
- Achieved key accounts growth of 27%.

May 05 – Jun 08

Product Development & Sales – Women’s wear, Excel Apparel Ltd. London. UK

Excel Apparel (www.excellondon.co.uk) is a complete clothing manufacturing service, comprising design, pattern cutting, sampling, production and distribution and consultation.

Responsibilities:

- Developing women’s outerwear, tailoring - including trousers, skirts, dresses and jackets;
- Sourcing fabrics, garment fitting, control of samples/sample room;
- Delivering presentations of collections and latest trends;
- Dealing with customer enquiries, creating new sales avenues, driving sales opportunities;
- Acquiring new accounts with high street brands including Boden, East and Monsoon;
- Sourcing, selecting and buying fabrics, trims, fastenings and embellishments.

Feb 02 - Feb 04

Marketing and Sales, Uju London Ltd. Hertfordshire. UK

Uju London is a fashion boutique that designs, manufactures and sells children’s clothes on-line and through private parties and fairs.

Responsibilities:

- Managing and organising party sales;
- Managing affiliate program for on-line sales-including recruitment;
- Ongoing management of affiliates accounts and reports;
- Assisting in the development and implementation of the business website;
- Managing all promotions including off-line promotions;
- Meeting e-shop sale targets and managing website;
- Managing high-spend customers as well as the entire database;
- Creating and driving new ideas for e-campaign sales;
- Customer care - general enquiries, assisting with opening on-line accounts, returns, credit notes, complaints etc.

EDUCATION & PROFESSIONAL TRAINING.....

1995- 1996	Central Saint Martins College of Art & Design, UK Women's wear
1994- 1995	Millers School of English, UK Language Course - English
1993- 1994	Japanese language school, Japan Language Course - Japanese Language
1990- 1993	Yunam University, Korea Landscape and Design
1987- 1989	Jin Sun High School, Korea 5" A levels including English (B), Mathematics (C), Chemistry (A+)

TRAINING & SKILLS.....

IT Skills:	Proficient in:	
	<ul style="list-style-type: none">• Adobe Illustrator,• Adobe Photoshop,• Microsoft Word,	<ul style="list-style-type: none">• Microsoft Excel,• Microsoft PowerPoint.• Microsoft Outlook.
Languages:	<ul style="list-style-type: none">• English (Fluent)• Korean (Fluent)• Japanese (basic)	
Driving Licence:	Full UK licence	

INTERESTS.....

Fashion, Design, Ski, Scuba Diving, Swimming, Running, Reading, Charity

PERSONAL INFORMATION.....

Address:	Nationality:
	Marital Status: Single
Mobile:	Driving Licence: Full UK licence
Email:	

REFERENCES.....

Available on request.