



Brinn Brandley

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Director – Procurement and Category Management | E-Commerce

Purchasing and Procurement Expert with 18+ years of achievement increasing profits by winning multimillion-dollar bids, building top-performing teams, launching strategic cost-reducing initiatives, and implementing annual plans to outperform operational growth targets.

► **Generated 10% increase in failing category** ► **Increased margin by 15%**

Sourced and acquired 50 new vendors ► **Retained 100% of talent** ► **Garnered \$500K in incremental demand**

► **Decreased import strategy timeline and communication turnaround time by 67%**

Increase Performance ➞ **Propel revenue growth** by driving category growth, tapping into market and product opportunities, and strengthening vendor relationships.

Proven success in managing all aspects of purchasing, including analyzing needs, creating plans, partnering with vendors, negotiating contracts/terms, expediting deliveries, resolving quality issues, and sustaining inventory.

Build Relationships ➞ **Leverage innate interpersonal strengths** to cultivate internal relationships and external partnerships; earn trust and respect to skillfully navigate through difficult situations.

Drive Results ➞ **Innovative strategist**, excelling at reducing costs, implementing time-saving processes, promoting operational excellence, and growing revenue.

Astute at category management, including sourcing, pricing, marketing, promotion, product/service assignment, and sales; formulate strategies for assigned product category to drive sales and business continuity.

Lead Teams ➞ **Improve employee performance** by delivering training through cadence of activities: employee one-on-one coaching, side-by-sides, and team huddles.

SIGNATURE SKILLS

Procurement Management	Risk Assessment	Team Leadership	Forecasting
Contract Negotiations	Inventory Management	Strategic Industry Management	Category Management
Vendor Relations	B2B E-Commerce	Industry Trend Analysis	Project Coordination
Sourcing	Cost Management	Relationship Building	Compliance

PROFESSIONAL EXPERIENCE

InterNational Food Group – Dallas, MI

Innovative foodservice manufacturer and distributor, with 100+ employees, earning \$100M+ in revenue annually

Category Leader | November 2020 – Present

Promoted to lead and develop eight-member team of buyers and purchasing support. Generate profit and reduce cost of goods, continuously exceeding operational targets. Implement purchasing strategies, structure cost-reducing initiatives, and nurture vendor relationships. Negotiate exclusive contracts, winning multimillion-dollar bids.

- **Enhance operations, overhauling ineffective workflows** and launching new processes by creating standard operating procedures; lessened purchasing workload and ensured seamless buyers' operations, saving cost and time.

- **Collaborate cross-functionally, serving as liaison between the sales and purchasing teams.**
- **Improve process quality** by developing and introducing training onboarding guide for the purchasing support and buying roles.

Category Buyer | August 2017 – November 2020

Recruited to direct all facets of category management and growth while executing revenue-driving practices. Stepped in as Project Manager to lead companywide re-branding rollout. Tapped into lucrative market and product opportunities. Strengthened business relationships with vendors to attain desired business goals.

- **Exceeded margin and turn objectives**, recognized by top management for consistency and tenacity.
- **Generated category growth by 10%, turning around downward-trending category** and acquiring two new vendor exclusive contracts through close collaboration with key stakeholders.
- **Devised impeccable processes/procedures for the purchasing support staff.**

Buyer, Manager – Kids Division | Zoolally – Dallas, OH | March 2014 – March 2017

American e-commerce company with \$366M+ in annual revenue, headquartered in Seattle, WA

Hired to streamline operations, lead three-person team, improve staff performance, and grow revenue. Achieved performance targets by strengthening relationships with existing vendors and partnering with new vendors. Analyzed performance to the SKU level. Launched efficient talent development process, coaching, training, and mentoring staff to exceed goals.

- **Generated total vendor portfolio growth by 25% Y-o-Y in 2014 and 2015 while sourcing 50+ new vendors.**
- **Recognized as the 1st Buyer to develop exclusive products** and pricing for the Carhartt brand on the website.
- **Originated consignment strategy to reduce inventory risk, increasing margin by 15%** with fewer clearance sales.
- **Provided vital leadership, developing employees, and promoting two associate buyers in one year.**

Buying Manager, Kids | Twinny Brands – Dallas, OH | October 2012 – March 2014

Ohio-based specialty retailer with 819 stores, earning \$410M+ in revenue with 5K employees

Achieved sales, margin, and inventory goals by directing a team of four staff members. Instrumental in decision-making, providing insight on promotional activities, markdowns, and retail pricing strategies. Leveraged strong analytical skills to evaluate and forecast weekly sales, margin, and inventory. Conducted weekly, monthly, and quarterly business reviews and presented findings to higher management.

- **Minimized turnaround time by 66% from 72 to 24 hours** by reducing import strategy timeline and clarifying communication process.
- **Reversed failing performance after hitting red -20% and increased sales to +13% in under six months.**
- **Re-negotiated top three contracts, driving improvements in payment terms by 5% in six months.**

Prior Positions of Note – Kellogg Companies, Ltd.

Replenisher 05/2004 – 05/2006 | **Financial Planner** 05/2006 – 05/2008 | **Buyer** 05/2008 – 05/2012

EDUCATION

Bachelor of Arts in Fashion Merchandising | Northwood University – Midland, MI

Associate of Applied Science in Business Administration, Management | Northwood University – Midland, MI

Skills and Technical Proficiencies: Microsoft Office Suite – Word, Excel, PowerPoint, and Outlook | Windows | NetSuite | Arthur Allocation | MicroStrategy | Tableau | BI Query | JDA Space Planning | Ring Central