

Sarah Fuger

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Summary:

Data-driven commerce leader with 14+ years of experience owning P&L, scaling digital and omnichannel businesses, and leading high-performing teams across retail, private label, and marketplaces. Proven track record of driving growth, margin expansion, and operational excellence through customer-centric assortment strategy, pricing optimization, CRM, and cross-functional execution.

Professional Experience:

Senior E-Commerce Analyst Lonely Planet

January 2024-August 2024

- Developed and executed a growth-oriented e-commerce roadmap and testing plan across Shopify, aligning merchandising, pricing, and promotions with Site, Print, and App teams to support broader brand and revenue objectives.
- Owned day-to-day optimization of the Shopify storefront, advancing site merchandising, pricing, and promotional strategies to improve engagement, conversion, and product adoption.
- Led CRM and customer-focused initiatives, partnering with Marketing and Newsletter teams to launch targeted email and promotional campaigns for members and high-value customers, driving repeat purchase and customer lifetime value.
- Built and maintained end-to-end performance reporting and dashboards, providing visibility into KPIs and translating insights into data-driven actions to continuously optimize site performance.
- Coordinated engineering, UI, and optimization work with internal teams and third-party agencies; served as primary point of contact for critical e-commerce issues, inventory feed management, and incident resolution.

Senior Digital Category Manager Rite Aid

October 2020-Jan 2023

- Served as general manager and P&L owner for assigned digital categories, leading strategy across assortment, pricing, promotions, and site merchandising to drive 56% YoY growth and sustained profitability.
- Built and executed data-driven assortment and pricing strategies informed by competitive analysis, customer behavior, and marketplace trends, delivering 200 bps margin improvement.
- Led weekly performance reviews with senior leadership, synthesizing insights from 1010data, Google Analytics, Nielsen, and internal KPIs to identify growth opportunities, mitigate risks, and optimize decision-making.
- Reduced out-of-stock rates by 16%, generating \$43K in weekly cost savings, through cross-functional leadership across supply chain, finance, and operations and improved inventory and pricing execution.
- Launched and scaled a \$1.8M-revenue marketplace, owning end-to-end execution including contract negotiations, vendor onboarding, product selection, pricing, and go-to-market strategy; additionally developed vendor-specific marketing campaigns driving 24% YoY sales growth.

Omni Channel Buyer Sears/Kmart

May 2018-Feb 2020

- Owned end-to-end strategy and execution for \$100M annual private label business encompassing 500+ SKUs, developing customer-driven assortment plans with a key-item focus across grow / maintain / decline categories.
- Led product development from concept through in-store launch, partnering cross-functionally with domestic and overseas teams across sourcing, cost negotiations, factory management, marketing, and e-commerce to deliver margin-optimized assortments.
- Executed top-down and bottom-up financial planning, owning inventory flow, receipt timing, pricing architecture, and profitability across channels to support revenue growth in core categories.
- Managed and mentored a team of 3 Assistant Buyers, setting clear business objectives, coaching analytical and executional skills, and driving both performance outcomes and individual development.
- Led weekly business reviews and monthly open-to-buy meetings with senior leadership, presenting performance insights, inventory risks, and action plans; conducted line reviews, style-outs, and store visits to validate competitive positioning and visual execution.

Omni Channel Associate Buyer Saks off 5th and Gilt Groupe

April 2015-May 2018

- Owned end-to-end P&L and open-to-buy (OTB) for a multi-million dollar men's apparel business, managing receipts, pricing, margin, and inventory flow across private label and national brands.
- Developed and executed omni-channel assortment strategies to meet customer demand and drive growth, including leading a \$10M private label cashmere sweater program that exceeded sales targets by 48%.
- Set seasonal and in-season buying strategies, partnering closely with Planning to build and execute the vendor matrix, optimize inventory productivity, and support margin and turn objectives.
- Drove in-season performance through weekly flash sales, pricing actions, and inventory-driven promotions, using sales and sell-through data to balance profitability and inventory health.
- Led vendor relationships and competitive analysis across product, pricing, and customer engagement; mentored junior team members and ensured dissemination of product knowledge to store teams to support omnichannel execution.

Digital Assistant Buyer Macys.com

April 2012-April 2015

- Supported online assortment planning and execution across 13 brands (4 private labels, 9 market vendors), aligning receipts, depth, and flow to demand forecasts, sales performance, and inventory health.
- Drove \$14M in annual online sales through disciplined assortment management, in-season analysis, and execution across merchandising, pricing, and promotional levers.
- Contributed to exceeding revenue plan by 8% by identifying pricing opportunities, supporting reorders into strong performers, and mitigating inventory risk.
- Analyzed weekly sales, stock, and margin trends; prepared and presented weekly business recaps highlighting performance vs. plan, risks, and growth opportunities. Led execution of site merchandising and creative workflows, partnering with Marketing, Web Creative, Styling, Web Production, and Studio Photography teams to ensure timely, customer-first product launches.

Tools and Platforms

Shopify • 1010data • Google Analytics • Nielsen • Excel • Asana • NetSuite (working knowledge) • CRM & Email Marketing Platforms

Education:

Data Fundamentals- SQL and Data Visualization Certificate Program

M.S. Fashion Industry Management

B.S. Clothing, Textiles and Design & Business

City College, San Francisco, CA

University of Idaho, Moscow, ID

University of Idaho, Moscow ID