

AHFA

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Textile & Apparel Industry Professional

KNOWLEDGE & EXPERTISE

- Fabrics
- Yarns
- Leather
- Knits Woven
- Sweater
- Outerwear
- Uniforms
- Intimates
- Styling
- Fit
- Patterns
- Print
- Colour
- Graphics
- Design
- Global Sourcing
- Production
- Retail Link
- Workbench
- Embellishments
- Quality Assurance
- Quality Control
- Story Boards
- Market Research
- Competitive Shopping

CAREER ACHIEVEMENTS & HIGHLIGHTS

- Resolved client queries and increased customer satisfaction for quality and continuous time delivery services
 - Result: Increased sales by 80%, added 2 new clients, Chaps & Calvin Klein Jeans
- Strategically planned and initiated quality control steps for effective time management and cost reduction, as well as audit procedures for ISO 9001 / 9002
 - Result: Established new ways to improve time and quality of the product through chain systems during production and manufacturing
- Implemented and analyzed daily management activities and new accounts through the merchandising system for daily reporting through people channels
 - Result: Increased communications and relationship with staff, departments and existing clients.
- Managed and maintained the integrity and profile for labels and brands including:
 - Hammill, Showroom 1 York (men's and ladies work wear, service wear, hospitality, fashion and promotional garments),
 - Chaps (men's and ladies knit tops),
 - Calvin Klein (men's and ladies tops and bottoms knits and wovens),
 - Supreme International (men's top),
 - Wal-Mart (men's, ladies, junior, kids, infant and toddlers knits and wovens),
 - The Bay (ladies, tops and bottoms knits and wovens),
 - Zellers (kids knits and wovens),
 - Brylane, Romans, Lerner (ladies tops, bottom and dresses, knits and wovens, leather jackets and leather purses),
 - Chadwick and King Size (men tops and bottoms, knits and wovens, men's leather jackets and belts)
- Increased sales from \$ 8 million to \$ 22 million over a less than three-year period
- Generated maximum sales achieving 40% increase above forecasted target in first full year with company
- Successfully managed a staff of 120 with responsibility for all operations including design, development and production
- Increased sales exceeding forecasted target by 75 % in just three years
- Responsible for almost 80 % of all sales revenue for knit tops in less than 2 years
- MSc, Clothing Textile and Merchandising and Diploma in Fashion Designing

CAREER HISTORY

General Manager and Production Manager, [REDACTED] 2017 – Present

[REDACTED]. The company provides school uniforms [REDACTED]. Being both a retailer and manufacturer, they source [REDACTED] products from suppliers in the UK and Canada.

- Coordination with Market and Merchandising Team
- Approvals from buyers and buyer compliance
- Planning of production units, style allocations to units, and technical setting of the garments
- Involvement in pre-production meetings
- Quality approval of the finished product, shipment planning and shipments
- Costing of production floor and cost cutting of production process
- Employee recruitment and training and workers personal and welfare activities
- Manage and solve inter-departmental issues

Production, Purchasing Buyout and Global Quality Control Manager, [REDACTED] 2010 – 2016

[REDACTED]. The company has provided more than three million employees with uniforms, workwear and personal protective apparel [REDACTED], and corporate uniforms and image apparel [REDACTED]. Its wide range of services include creative design, technical specification development, global sourcing, manufacturing, online ordering, bilingual customer service, strategic services and inventory planning, as well as state of the art distribution and program management.

- Managed and maintained the integrity and profile for of all labels and brands [REDACTED] (men's and ladies work wear, service wear, hospitality, fashion and promotional garments)
- Identified growth categories and opportunities for business
- Stayed abreast of market shifts and lifestyle changes that will impact the brand and product development
- Built and merchandised the line; set up and maintained sketch library; placed orders and booked capacity
- Overseeing domestic and imports production
- Worked with vendors to solve and anticipate production problems
- Developed product based on specification from brands and customer needs
- Managed information input process with bottom line accountability for the integrity and accuracy of all data entered
- Prepared, presented and communicated brand direction, trends & seasonal colors through storyboards, templates and presentations (rack plan & strategic)
- Compiled and maintained library of images for presentations, storyboards and trend alerts
- Initiated trend alerts and provided implementation strategy to buyers
- Conducted market research, competitive shopping and provided informative trip reports
- Developed flame resistant line for customers
- Obtained certification for ISO and established quality procedures, standards and specifications
- Reviewed customer requirements and ensured that were met
- Worked with customers to establish quality requirements, set standards for quality and health and safety
- Product and Vendor Compliance - designed and implemented compliance programs
- Arranged third-party audits, product testing, and compliance audits
- Ensured that product manufacturing and production met international and national standards
- Set up and maintained controls and documentations procedures
- Monitored performance by gathering data and producing statistical and analytical reports
- Made sure the company always worked effectively to keep up with competitors
- Liaised daily between vendors and third-parties
- Obtained continuous knowledge for product labeling and guidelines
- Obtained updates on restricted substance lists to do RSL compliance
- Created, maintained, and forecasted inventory levels for all materials utilizing manufacturing plans
- Ownership of procurement decisions for raw material supply and inventory planning for assigned categories

Production, Purchasing Buyout and Global Quality Control Manager, ██████████ 2010 – 2016, Continued

- Generated purchasing plans from requisitions using agreed sourcing rules and criteria
- Issued PO's directly to suppliers and gathered supplier commitments
- Responsible for setting inventory levels, buffers and replenishment strategies for assigned product categories
- Proactively reported raw material availability issues and/or delays

Product Development and Production Analyst, ██████████ 2008 – 2010

Leading designer, marketer and wholesaler of branded apparel, footwear and accessories; also markets directly to consumers through chain of specialty retail and value-based stores. ██████████.

- Responsible for product development and sourcing, importing, and managing production
- Maintained the integrity and profile of the brand, placed orders and booked capacity
- Planned production, purchase sourcing and delivery of each garment ordered from overseas
- Discussed fabrication and suitability with designers and buyers through daily correspondence
- Developed technical packages including the main sketch, fabric information, stitching details labelling and packing details, in addition to making changes along with new developments
- Worked with vendors to solve and anticipate production problems and on improvements and product development
- Developed product based on specification from brands, prepared samples and participated in line reviews
- Monitored reporting and analyzed merchandise performance by program and style
- Analyzed current and historic sales/margins and market trends to assist customers in placing appropriate assortments at Line Previews and Buy Meetings
- Managed the development of the Line List based on finalized Style Plan and merchandising information
- Managed information input process with bottom line accountability for the integrity and accuracy of all data entered
- Communicate regularly with each Customer (Division) and design to gather input, share line development direction, and to communicate business strategies

Product Development and Sourcing Manager, ██████████ 2005 – 2007

██████████ is a global supply chain management solutions provider offering services to a wide range of customers including some of the world's leading retailers and brands and, through its various subsidiaries, is a buying agency that services the merchandise sourcing needs for several retailers worldwide.

- Managed and maintained the integrity and profile for of all labels and brands including ██████████ (men's and ladies knit tops) ██████████ (men's and ladies tops and bottoms knits and wovens), ██████████ (men's top), Wal-Mart (men's, ladies, junior, kids, infant and toddlers knits and wovens) ██████████ (ladies, tops and bottoms knits and wovens) ██████████ (kids knits and wovens) ██████████ (ladies tops, bottom and dresses, knits and wovens, leather jackets and leather purses) ██████████ (men tops and bottoms, knits and wovens, men's leather jackets and belts)
- Responsible for product development and sourcing, importing, and production
- Quoted and met margin goals by negotiated prices with quality requirements
- Planned production, purchase sourcing and delivery of each garment ordered from India, Pakistan, Bangladesh, China, Haiti, Honduras, Hong Kong, and Taiwan
- Discussed fabrication and suitability with the designers and buyers with daily correspondence
- Monitored production and coordinated vendor compliance by maintaining statistical data
- Built strong partnerships with clients and managed business operations and staff performance
- Developed and executed an assortment plan which specifies the number of customer choices appropriate for different store clusters and the correct depth for each choice
- Maintained libraries for trends, themes, colours, styling, fit, fabric, sketches
- Worked with graphic artist and designers for prints, patterns, styles and silhouettes
- Development of the technical packages including the main sketch, fabric information, stitching details labelling and packing details plus making changes along with the developments
- Increased sales from \$ 8 million to \$ 22 million

Sales Associate, [REDACTED] 2003 – 2005

- Handled US and Canadian accounts including Wal-Mart, The Bay, Zellers and Sears Canada
- Visited current customers to develop new programs and strengthen partnerships
- Implemented garment assortment plans, core item assortments and item selection and development consistent with seasonal collections and business plan objectives for The Bay, Sears and Wal-Mart
- Generated sales (40% increase above forecasted target in first full year with company), gross margin and profit
- Researched and analyzed apparel sales, consumer trends, competitor offerings and product line performance and provided input into creation of business plans
- Created weekly, monthly, and yearly sales reports, including short/long term recommendations replenishment order requirements and markdowns
- Visited stores and factory outlets regularly to assess product movement, presentation and competitive market activity and obtain sales associate and customer feedback to monitor local and regional needs, trends and competitive offerings
- Collaborated with Merchandise Planning and Logistic teams to confirm allocated quantities and timing based on product availability to meet on time delivery with the most effective merchandise flow
- Responsible for product development and negotiating final prices, set up and maintained new accounts
- Worked closely with the Quality Field Inspector for scheduling audits to ensure that garments met desired standards
- Monitored customers websites for controlling and distribution of products ordered/supplied
- Worked with EDI department to develop better computer system requirements

Manager, [REDACTED] 2001 - 2002

- Managed staff of 120 employees with responsibility for all operations including design, development and production

Executive Coordinator, [REDACTED] 2000 - 2001

- Customer services and client support, order processing and distribution, client relations, AND business development
- Participated in catalogue designing, researching and quality control of fashion garments

Merchandiser, [REDACTED] 1996 - 2000

- Responsible for all aspects of buying and merchandizing garments for different consumers globally
- Worked closely with manufacturers in developing exclusive merchandise and designing for a variety retail stores
- Designed styles for Spring Range for a major client, Hudson's Bay Company
- Increased sales exceeding forecasted target by 75% in just three years
- Responsible for almost 80% of all sales revenue for knit tops in less than 2 years
- Implemented and operated quality control processes and procedures
- Managed global business worth \$4,000,000 in annual sales

EDUCATION

Diploma in Fashion Design – Textile Designing & Merchandising [REDACTED]

Master of Science – Major in Clothing Textile & Merchandising, [REDACTED]