

Stephanie E. Smythe

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Summary of Qualifications

Creative, proven financial planning and merchandising professional with over 20 years experience in the retail and direct sales industries. Management of multiple reporting processes, staff and programs to ensure results-oriented, successful achievement of sales plans forecasted 6 to 36 months out.

Progressive experience and demonstrated results in:

Strategic financial planning	Merchandise Assortment Planning
Allocation and replenishment	Inventory management
Gross profit planning	Sales team programs and incentives
Direct sales compensation plans	P&L responsibility
Process development and management	Team recruiting and development

Over seven years in a direct sales business working in sales planning, analysis and merchandising. Skilled in enterprise wide software programs including PeopleSoft Demand Planning, JDA Arthur Planning & Allocation, and Microsoft Office applications.

Professional Experience

The Smith Adams Company, Anytown, ST

Director of Business Planning

1998-present

Accomplishments:

- Initiated and developed the planning organization for national catalog and direct selling company of home products, recruiting and training 22 quality associates to support the planning function.
- Developed appropriate planning methods and best practices.
- Developed and initiated testing process and strategies for new accounting and billing system.
- Collaborated in the development of sales, merchandising & recruiting programs generating revenue of \$800mm.
- 2004 management of IMU and markdowns resulted in a 3.5% improvement in gross profit, 2.5 pt improvements in contribution margin. 2005 on track to deliver an additional improvement of 2 pts.
- Effective testing and open to buy management is resulting in a 25%, \$16mm reduction in inventory levels.
- Organizational effectiveness, Operational excellence – directing the transition of all inventory management and responsibility from the Supply Chain to Business Planning.

As a member of Sr. leadership, collaborate with sales, merchandising and supply chain to forecast, plan and manage long-range financial planning and business strategies. Responsible for maximizing sales and profit opportunities through accurate forecasting, planning and ordering for 8 product lines that equate thousands of home décor product SKUs. Project manage cross-functional teams, products and timelines and lead the management of opportunities, risks and inventory through monthly open to buy process. Member of the President's recruiting and compensation taskforce.

Professional Experience, continued

Mega Retailer, Anytown, OH

Lingerie Secrets

1991-1997

Sr. Merchandise Planner, Merchandise Planner

Accomplishments:

- Collaborated with merchants to develop 4 key items generating 50% of product line volume.
- Improved profit margin by 2 pts through management of markdowns and the reduction of exit inventory levels from 23% to 6%.
- Maximized store inventory through the development of model stock and reorder process by color and size by region of the country.

Financial Planning of sales, inventory and profit for 4 to 6 product lines generating 25 to 70% of company volume. Responsible for ensuring assortment plans, initial margin, markdowns, inventory and profit objectives are achieved. Responsible for reviewing and responding to changing sales trends, stock to sales ratios and maintaining profit objectives. Testing strategy to support the development of key items, best pricing and profit opportunities. Management responsibility of staff.

Bed and Body Stores

1987-1991

Inventory, Allocation Planner, Assistant Buyer

In Inventory, Allocation Planner position, determined inventory open to buys and in store merchandise assortments based on rate of sale, store performance ranking, minimum presentation and in transit. Managed sleepwear line (\$57mm) within 5% of inventory plan. Maximized volume opportunities through management of A, B, C ranking process. Ensured seasonal merchandise exited on time, improving profitability. Member of pilot team responsible for the testing and implementation of JDA Arthur merchandise planning system.

As Assistant Buyer, supported the Sleepwear department (\$20mm). Open to buy receipt management. Pricing and costing resolution to ensure initial mark up targets were met. Vendor negotiations and communication. Quality assurance.

Retail EZ Stores

1984-1987

Sales Associate, Women's Apparel

Merchandising and display. Sales and sales training. Store team ranked #1 in the company for 3 straight years for highest volume and exceptional customer service.

Education

B.S. in Finance, The Ohio State University, Columbus, OH