



Rachel Peterman

Head of Sales & Merchandise Planning

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Languages

English (Native)

About

Results-driven omnichannel merchant and consultant with extensive experience in strategic planning, retail management, and business development. Proven track record of cultivating successful partnerships, driving revenue growth, and delivering exceptional customer experiences. Entrepreneurial mindset, adept at identifying opportunities and mitigating risks. Expertise in team management, retail operations, merchandise planning, data analytics, and international brand launches.

BRANDS WORKED WITH

- Bloomingdale's
- Desmond & Dempsey
- Gucci Group Watches and Jewelry
- Michael Kors
- Rachel Ralston

Experience



● Head of Sales & Merchandise Planning

Desmond & Dempsey | Feb 2018 - Feb 2022

Head of sales, wholesale, and merchandise planning departments for the luxury pajama brand reporting directly to the founders

Senior member of the corporate strategic planning board overseeing the development of the omnichannel growth strategy inclusive of B2B and direct channels

Created and implemented the Commercial strategy - resulting in a 3-year growth of +383%, GM increase of 31%, and GP by 80%

Launched brand successfully in new international markets (key partners included Neiman Marcus, Farfetch, the Net-a-Porter group, Urban Outfitters, Selfridges, Browns Fashion, Matches Fashion, Harrods, Harvey Nichols, Shopbop, Al Tayer Group)

Hired and developed all members of the merchandise planning & wholesale teams

Managed operations for all temporary stores including the hiring and training of staff, inventory management, sales planning, and local delivery program

Worked cross-functionally to provide guidance to Design and Production teams supporting the development of range plans that ensured a strongly merchandised and relevant offer meeting commercial/external partner's needs

● Sales Director - Europe Distribution

Gucci Group Watches and Jewelry | May 2014 - Aug 2016

Director of development for Gucci timepieces and fine jewelry within 24 European countries

Negotiated and managed distribution network, increasing sales by over 40% YoY

Defined integrated sales and marketing strategy per country, per category, in line with corporate budgetary requirements

Directed a team of 5 Sales and Marketing Coordinators

Supported distributors with active marketing, training, and service support customized for local needs to improve overall performance

● National Accounts Manager

Gucci Group Watches and Jewelry | Apr 2013 - May 2014

Managed and developed the Gucci watch and jewelry business within US department stores including Nordstroms, Macy's, Bloomingdale's, and Saks Fifth Avenue (\$25 million in total retail sales)

Created retailer-specific assortments for each account based on historical sales and geographical trends

Projected annual merchandise needs in conjunction with supply chain to insure deliveries for all accounts

Oversaw the implementation of the Gucci Timepiece Shop in Shop at Macy's Herald Square, hired and trained all staff

Developed 5 Account Executives and the Herald Square Shop Manager



● Business Planner, MMK Handbags

Michael Kors | Jan 2012 - Apr 2013

- Managed topline and assortment planning for Michael Kors within all Macy's locations
- Created plans by door to ensure proper inventory flow and customized assortments by location (666 locations)
- Responsible for long-term growth plans (3-5 Yrs.) and the identification of expansion opportunities to reach financial thresholds
- Forecasted receipts of replenishment product to minimize markdown percentages and ensure responsible inventory ownership
- Maintained the Open-to-Buys and re-projected seasonal and annual targets after actualizing each month
- Successfully negotiated with Macy's management for additional receipts, floor space, staffing costs, and advertising contributions
- Integral member of the Planning Task Force charged with sourcing and implementing new financial planning system



● Senior Assistant Buyer, RTW

Bloomingdale's | Jun 2010 - Dec 2012

- Responsible for merchandise development, marketing, and financial management of the Tee Department
- Analysed and reacted to selling trends via reorders, swaps, and RTVs; performed class level sales-to-stock analyses resulting in a 10% sales and 2 point gross margin increase
- Managed direct report (Merchant Assistant)



● Size Analyst, Merchandise Planning

Bloomingdale's | Sep 2008 - Jun 2010

- Responsible for the implementation of a new, company-wide, size allocation program
- Drove sales, increased productivity of inventory, and improved gross margin by identifying and maximising the impact of localised size assortment strategies



● Merchant Assistant-RTW Buying Department

Bloomingdale's | Oct 2007 - Sep 2008



● Commercial Director / Strategic Consultant

Rachel Ralston | Aug 2016 - Now

Founded a consulting agency providing strategic planning, in-house training, and bespoke monthly support for high-growth start-ups

Successfully built commercial and merchandising strategies both domestically and internationally, with a special emphasis on North America, Europe, and the Middle East

Created substantial client growth for 100's of independent brands and retailers by identifying missed sales opportunities, scaling wholesale channels, increasing margins, optimizing assortments, building structure to internal processes, and implementing data-driven decisions

Established merchandise planning and wholesale teams from scratch for key luxury and contemporary clients such as Desmond & Dempsey (details below), Elizabeth Scarlett (accessories), The Completist (stationery), Matthew Calvin (jewelry), and Toolally (jewelry)

Education & Training

2001 - 2005

● Arizona State University

BFA, Mixed Media