



José Cerqueira

FASHION ACC AND FTW
SOURCING AND QUALITY EXPERT

Amsterdam, Netherlands

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Links

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Languages

Spanish (Fluent)

English (Fluent)

Portuguese (Native)

About

Opening machines to understand how they work, is what got me hooked in fashion. The evolution of pattern making, the selection of components and materials, testing, cut and stitching. Attention to the smallest detail to achieve the best possible results. Data reports, quality assessment and data analysis to improve every step.

BRANDS WORKED WITH

CALVIN KLEIN & TOMMY HILFIGER

Desigual

PARFOIS

TATUAGGI

Zalando

Experience

Senior Sourcing Manager

CALVIN KLEIN & TOMMY HILFIGER | Apr 2022 - Now

- Strategy development with sustainability and circularity focus.
- Develop analytic dashboards and reports (Excel, Tableau, Google studio, PowerBI) for quick action to optimize key performance indicators (QTY, ASP, AUC, Margin, style efficiency, OTD & OTA, FOB...) and hold seasonal reviews within the team and external partners.
- Lead projects to achieve better data, transparency, transability with success above 90%.



Quality Manager

Zalando | Aug 2018 - Mar 2022

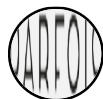
- Restructured SOPs leading to a reduction in unknown defects and a recovery of €50M through BCD item reclassification.
- Train multiple stakeholders and reduced fail FRI at the source and inbound by 75%.
- Data analysis support and task automatization resulting in significant time and cost savings.



Quality Expert

Desigual | Jun 2017 - Jul 2018

- AUC reduction in 5% by support designs with materials selection and simplify patterns for manufacturing process.
- Packaging improvement, leading to a 39% reduction in quality issues on arrival and a saving of 10 million euros in potential returns and space reduction leading to more QTY per carton saving 10% on transportation.
- Held meetings with vendors and followed up on the development, and CAPAs implementation.



Quality Assurance and Control

PARFOIS | Aug 2014 - Jun 2017

- Streamlined manufacturing processes for footwear, handbags, hats, and scarfs, providing technical support for over 800SKUs annually to ensure quality standards.
- Developed CAPAs, conducted factory audits, and trained inspectors on quality control and assurance.
- Collaborated with design and buyers implementing a "right first-time" sampling approach.



Footwear Design/Pattern maker

TATUAGGI | Apr 2011 - Aug 2014

- Sketched and designed using 2D/3D CAD/CAM.
- Followed up from development into production, leading to a 40% reduction in quality issues.

