



Paula Beard

Product Development

Devon, UK

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Languages

English

About

ABOUT ME Highly accomplished creative with extensive global experience bringing an in depth understanding of the fashion and technical textile industry from concept to commerciality. Skilled in collaboration with prestigious clients in a tough landscape with a proficient understanding of sustainable manufacturing, process improvement, PLM, product development & financial objectives. Successfully lead & mentored diverse teams through business growth & individual development.

BRANDS WORKED WITH

- Heathcoat Fabrics
- FAÇONNABLE, NICE, FRANCE
- LIDL
- smartshirt,
- Esquel Ent. Ltd.
- Tommy Hilfiger
- Emanuel Ungaro
- DONNA KAREN
- Pacific Brands

Experience



MANAGER

Heathcoat Fabrics | Aug 2023 - Mar 2024

- Managing and motivating a team of 6 sales to deliver budgeted targets. Identifying & developing new business prospects, collaboration with cross functional teams to ensure the product offering meets the market needs, analyses of market trends and competitors.

SOURCING & PRODUCTION

FAÇONNABLE, NICE, FRANCE | Oct 2022 - Jul 2023

- Working on the relaunch of an iconic CoteD'Azur brand, sourcing & production, aligning production resources, PLM systems and setting up sustainable strategies.

HEAD OF MENSWEAR

LIDL | Dec 2020 - Aug 2022

- Developing relevant product within a competitive price range.
- Delivering 10% growth generated through new product. Whilst achieving department budget target on turnover & margin.

DIRECTOR OF PRODCUCT DEVELOPMENT

smartshirt, | Jan 2018 - Jan 2019

- Creatively responsible for all woven & knitted development for Men's/ Women's markets across global accounts inclusive of rebranding & developing social media platforms.
- Team of 6 Product Developers, with a contribution of \$35 million.
- Clients, PRL, Hugo Boss, Nordstrom, Burberry, Tommy Hilfiger.

Director OF PRODUCT DEVELOPMENT

Esquel Ent. Ltd. | Jan 2014 - Jan 2018

- Re-igniting a UK centric support office by increasing market share into the EU regions and building a strong design & development hub with 4 product development leads contributing to the success of a 1.2 billion USD turnover.
- Headed Creative direction for all exclusive woven shirts and knitted Polo from yarn to SMS. Implemented a turnkey fast track to market by working directly with the mill source in China, Vietnam & Sri Lanka. Reducing development time and improving speed to market.

DIRECTOR OF PRODUCT DEVELOPMENT

Esquel Ent. Ltd. | Jan 2005 - Jan 2014

- Creative director for Esquels woven & knitted seasonal collection of over.
- Developed product strategies with internal stakeholders R&D, Spinning,

weaving/knitting, garment development & sales teams to achieve budget.

- Built from the ground up a diverse team of 13 product developers inclusive of CAD/3D design. 10 dedicated merchandisers supporting over 70 global customers.
- Integral contributor to the launch of Esquels private label brand PYE into the China market.



- **SOURCING & PRODUCT DEVELOPMENT**

Tommy Hilfiger | Jan 2000 - Jan 2001



- **SENIOR FABRIC COORDINATOR**

Emanuel Ungaro | Jan 1998 - Jan 2000

- **FABRIC COORDINATOR**

DONNA KAREN | Jan 1993 - Jan 1998

- **DEVELOPMENT MANAGER**

Pacific Brands | Jan 2004

Education & Training

1988

- **Liverpool Art School**

Bachelor of Arts,