

Damith Jayalath

Merchandising Manager

📍 Dubai - United Arab Emirates

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Languages

English

About

Results-driven Brand & Merchandising manager offering 16 years of success in marketing, team leadership and planning. 360 degree retail experience managing all facets of business which includes top line & bottom Line responsibility, Buying & Merchandising, Assortment Planning, Marketing, E-Commerce, Retail Operations & more

BRANDS WORKED WITH

- Apparel Group
- Apparel Group (DUNE LONDON)
- Apparel Group - TOMMY HILFIGER
- Chalhoub Group - Swarovski
- Landmark Group
- Landmark Group - Aerosoles
- Landmark Group - Ecco Shoes
- ZALANDO SE

Experience



● Head of Brand- Steve Madden

Apparel Group | Feb 2023 - Now

- Responsible for the Growth and Profitability of Steve Madden.
- Heading the buying and merchandising Function.
- Buying strategy and lifecycle management of all products across the brand.
- Managing planning and forecasting process (WSSI, Sku level sales Monitor).
- In season Management (Trading Calendar, Markdown Management, Stock Analysis).
- Long- and short-term Business strategy.
- Leads Operations, VM and Marketing Functions for the brand in the Region.
- People Management (Define KPIs, Coaching and Mentoring, Feedbacks to constant improvement on individual performances)
- Regular Meeting with Store teams.
- Manages relationships with Principles and suppliers.
- Overseeing the Ecom Function within the brand (Steve Madden. Me / 6th Street.com)

● Team Lead merchandising

ZALANDO SE | Jul 2022 - Jan 2023

- Planning and Trading for Sports & Kids category across 17 markets.
- Defining long term strategy and steering top performance brands.
- Maximizing opportunity through several channels.
- Driving steady growth & managing risk factors.
- Coaching, developing talent plans and succession planning in a growing organization.
- Developing and implementing processes improvements

● Brand Manager

Apparel Group (DUNE LONDON) | Oct 2018 - Jun 2022

- Responsible for the growth & profitability of the brand across 62 retail outlets spread across 6 Countries in GCC.
- Leading a team of 10 to achieve annual turnover & LFL profit growth, by implementing effective planning & merchandising strategies.
- Preparation of seasonal buying plans in conjunction with UK merchandising team.
- Responsible of driving GMROI and ITR.
- Establish and implement retail strategies and processes to achieve key performance indicators including revenue, margin, sell through & balanced stock levels.
- Monitor market trends, research consumer markets and competitor's activities to identify opportunities and key issues. Recommend and tailor

- product strategies to ensure maximum margins.
- Preparing and administering annual Budget.
- Identified and developed online business for inhouse and 3rd party Ecommerce platforms within GCC region.
- Responsible for implementation, and execution of marketing concepts (ATL & BTL), promotions and strategies across both brick and mortar and e-commerce channels as well as social media drive.
- Developed a short- and long-term business plan for the brand that addressed product gaps, new markets, distribution strategy and profit estimates.

- **Brand Manager**

Landmark Group - Aerosoles | Jul 2016 - Oct 2018

- Planned, implemented, and tracked sales and marketing strategies to promote brand products.
- Responsible for complete buying cycle from pre buy planning to receiving of products in the store.
- Developed and implemented favourable pricing structures balancing firm objectives against customer targets.
- Oversaw product planning and demand management on monthly basis to maintain adequate product levels

- **Brand Merchandising Manager**

Landmark Group - Ecco Shoes | Jul 2014 - Jun 2016

- Responsible for top line and bottom line of the Brand in the region.
- Building and action of the seasonal OTB and buying calendar for pre-buying, buying and post-buying activities.
- Set up and Maintaining WSSI.
- Drive and lead the team in buying meetings.
- Plan and execution of markdown plan for GCC stores.
- Supervise the merchandising team to ensure correct products are available in correct stores.
- Preparation of annual sales and margin budgets and phasing.
- Manage in season products for reorders and liquidations.
- Training for personal development for the team of 5.
- Product presentations for store teams and conduct training sessions for store managers to develop analytical strengths.
- Regular stores visits to 20+ regional stores to ensure shops are with adequate inventory to achieve sales targets.



- **Senior Merchandiser**

Landmark Group | Aug 2011 - Jun 2014

- **Purchase Coordinator**

Chalhoub Group - Swarovski | May 2010 - Jul 2011

- **Assistant Merchandiser**

Apparel Group - TOMMY HILFIGER | Apr 2007 - Apr 2010

Education & Training

- 2021 - 2022 ● **London School Of Commerce**
Professional Diploma in International Business,
- 2021 - 2022 ● **UNIVERSITY OF SUFFOLK**
Master of Business Administration,
- 1998 - 2000 ● **Department Of Examinations**
Master of Education,
- 1997 ● **Department Of Examinations**
Master of Education,

