



Katy Wood

Head/Director of Fashion Product - Product Development, Production, Buying, Sourcing, Sustainability. Head of Product - B&M, PD @ HUEL, Ex Product Director @ REISS

Glasgow, UK

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Languages

English

About

Production Director/Head of Dept with over 19 years' experience in the fashion industry. Strong track record of successfully building and executing business and product strategies to drive sales and profit across Menswear, Womenswear and Accessories. A creative problem solver who is passionate about product and thrives in a fast-paced environment. Highly experienced in leading a team to exceed on product KPI's across product development, quality, price and timing.

BRANDS WORKED WITH

- Career Break
- Denza International
- Eyefix International
- Frangipani
- Huel
- Reiss

Experience



● Head of Product - Product Development, Buying and Merchandising

Huel | Apr 2021 - Now

● Career Break | Sep 2018 - Aug 2019

Maternity leave/career break to care for my young family.



● Production Director

Reiss | Feb 2015 - Sep 2018

One of 8 Directors in the business (£160 million Annual turnover)

- Contributed to the most successful year in REISS history before the sale, increasing EBITDA by 24% YoY.
- In the lead up to the business sale, implemented a prodct and sourcing strategy to ensure we hit EBITDA target, successfully exceeded target by 18%.
- Presented the business for its sale to Warburg Pincus.
- Responsible for Range Planning, Product Development, Pricing Architecture and Intake Margins, Sourcing, Supply base, Production, Cost prices, Technical, Quality, Critical Path and Ethical across MW, WW & Acc.
- Contributed to sales and profit growth through improved planning, range building and product development.
- Successfully improved margin by 2+%, hitting margin target whilst upgrading quality through strategic sourcing, strong supplier relationships and transparent costings.
- Improved supplier delivery with the highest on time delivery % in REISS history.
- Oversaw a team of 38 with 5 direct reports.
- Regular overseas travel for development, production and QC meetings.
- CSR - implemented the supplier code of conduct & Ethical 2-year plan.



● Head of Production - Womenswear, Menswear and Accessories

Reiss | May 2014 - Feb 2015

Promoted from Product Manager in May 2014

- Reported to David Reiss, Founder and Managing Director.
- Responsible for Product Development, Sourcing, Supply Base, Produc-

tion, Cost price/Intake margin, Technical, Quality, Critical Path and Ethical across Menswear, Womenswear and Accessories.

- Oversaw a team of 38 with 5 direct reports.
- Responsible for 90 suppliers worldwide.
- Strategic season planning, preparing and presenting the forthcoming season supplier strategy.
- Managed the critical path for the Apparel and Accessory ranges, ensuring timely design development and delivery of samples and bulk are met across all ranges.
- Responsible for maximizing company profit margins ensuring company targets are met through product development, sourcing and negotiations.
- Oversaw design development meetings, analyse sales to plan and range build, ensuring we develop a successful on brand collection.
- Regular overseas trips to suppliers to improve relationships, quality, price and lead-times.
- Successfully enhanced product with improved quality through more strategic product/supplier placement, advanced PD and QC, strengthened relationships and more detailed fits/technical communication.
- Worked with the Merchandising team to ensure product is commercially viable and optimise commercial appeal and margin.
- Worked alongside the merchandising team on range planning and pricing architecture.
- Signed off all orders, prices and delivery dates.
- Ensured new season sample availability and target margins were met pre buy meeting.
- Worked alongside Design, Merchandising, Franchise, International and E commerce team on seasonal product ranges.



● Menswear Product Coordinator

Reiss | Jan 2008 - Oct 2008

Headhunted by Reiss from Eyefix

- Reported to the MW Product Manager.
- Managed the critical paths and development for the following product categories on menswear: suiting, casual and formal shirts, leathers, denim, casual bottoms.
- Cross costing and negotiated cost prices.
- Worked closely with the design team on product development, from sketch to garment.
- Raised purchase orders.
- Managed design and technical fit sessions to ensure timings, quality and prices are kept.
- Bulk swatches, lab dip and trim approvals.
- Worked alongside Technical team on quality for sample and bulk quality.
- Daily communication with suppliers to ensure queries are answered and timing is maintained.



● Menswear Product Manager

Reiss | Oct 2008 - May 2014

Promoted from Product Co-Ordinator in October 2008

- Reported directly to MD/Owner and the Menswear Design Director.
- Headed up all aspects of Product Development, Production and Technical within apparel and accessories on Menswear.
- Responsible for the Menswear supply base (40 suppliers), intake margins, product delivery and quality.
- Strategic season planning, preparing and presenting the forthcoming season supplier strategy.
- Managed the critical path for the Apparel and Accessory Menswear ranges, ensuring timely design development and deliveries for samples and bulk.
- Responsible for maximizing company intake margins on menswear ensuring company targets are met without compromising on quality, through improved product development, sourcing, transparent costings and negotiations.
- Managed a team of 11 on Menswear across Product Development, Production, Fabric/Trims and Technical.
- Regular overseas trips to suppliers to improve relationships, quality, price and lead-times
- Worked with the Menswear Director and Merchandising team on range

building and pricing architecture to ensure product is commercially viable and optimise sales, commercial appeal and margin.

- **Product Developer/General Manager**

Eyefix International | Jul 2006 - Jan 2008

Headhunted by Eyefix from Denza International Eyefix International and Arabella B shared a studio.

I worked as a Manager for both businesses. Eyefix International Eyefix supplied fabric and garments to major UK high street retailers including REISS.

Account Manager Arabella B

Arabella B was a mid to high level wholesale and ecommerce Maternity wear label. Established in 2002, Arabella B supplied Boutiques and stores in the UK, Ireland, Germany, France, Russia and USA. Product Developer/General Manager

- **Design Recruitment Consultant**

Denza International | Sep 2003 - Jul 2006

Fashion Recruitment and Consultancy Agency Design Recruitment Consultant

- **Assistant**

Denza International | Apr 2001 - Dec 2001

Fashion Recruitment and Consultancy Assistant to Design Consultants (Student Placement)



- **Consultancy**

Frangipani | Aug 2019 - Dec 2021

MD @ Frangipani Sept 2020 - Dec 2021

Director @ Fashion Foundry March 2020 - Aug 2021

Consultant @ Kestin Aug 2019 - March 2020

Education & Training

1999 - 2003

- **Northumbria University**

2:1 BA (Hons), BA (Hons) Fashion Marketing