



# Umberto Cordioli

FASHION MERCHANDISER  
MANAGER

Verona, VR, Italy

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## Languages

Italian (Native)

English (Fluent)

French (Fluent)

## About

It stands out for its wide range of multidisciplinary skills, excellent interpersonal communication skills and staff mentoring skills thanks to which it knows how to establish meaningful relationships and guarantee a dynamic and productive work environment. It demonstrates solid leadership, versatility and the ability to constantly optimize business processes by enhancing workflow and organizational efficiency through a proactive and proactive attitude towards solving even complex problems.

### BRANDS WORKED WITH

Emporium Viri

Hotel/hotel Style Department

Mangano Ltd

MOODART

Rwe Italy Srl

Wonbly Hunan Ltd

## Experience

### ● brand Coordinator

Rwe Italy Srl | Feb 2020 - Now

Brand Coordinator in charge to support clients to develop collections, press collections, capsule collections and whatever need for a luxury product.

- Suggest, propose items and cluster to develop based to the market, collections and needs of the client.
- Support clients to define strategies for merchandising, SKU, best seller to repeat
- Peter Do, Johonstons of Elgin, Oscar De La Renta, Brandon Maxwell, Carolina Herrera
- Use of the most used computer program including PM

### ● Head of Merchandising

Wonbly Hunan Ltd | Sep 2017 - Jan 2020

Premium Brand Total Look Men Collection

- Head of Merchandising in charge of definite the strategies for mono-brand shops (about 150)
- Strategies for franchising shops (other 70)
- The weekly report is divided into SKU, improve sell-outs with suitable strategies, sales, promotions, and whatever need the market and the shops to reach the budgets
- Usually travel into the region, into other regions and Asia Pacific Area
- Organize, attend and manage the seasonal Store manager
- meeting, Franchisor Meeting to share all the incoming incoming collections, capsule etc. Support and share all the informations with Style Department, Production Department and sometime sourcing and suppliers



### ● Verona Teacher

MOODART | Sep 2015 - Jun 2020

Great experience to share knowledges and experiences in a Fashion School

### ● Senior Merchandising

Mangano Ltd | Jun 2012 - Apr 2017

Premium Brand/Total Look Men Collection . Brand License for Asia Pacific Area Senior Merchandiser in charge to applied all the knowledge to define the collection, to develop mono-brand shops and wholesale clients. Usually travel to visit clients and shops and report and analyze in order to correct, improve or organize events to reach budgets and targets.

### ● Founder & Owner

Hotel/hotel Style Department | Feb 2001 - Dec 2012

Premium Brand/Total look Men Collection

- Merchandiser in charge to analyze the market and sharing with my partner all the information in order to create the collection.
- Manage and analyze all the aspects of the 15 shops mono-brand, included the team
- Manage the wholesale with the launch of SKU, capsule collections, etc in order to have the most interesting results from the branch
- Share and manage the results divide into SKU, cluster, items .Recognize the main aspects that have definide the succes or failure, correct, move and do whatever it takes in order to obtain the correct sell-out.

### ● Sales Manager/Retail Manager

Emporium Viri | Jan 1989 - May 1999

Premium Brand/Total Look Men Collection

- Sales Manager for Italian Wholesale clients
- Over the years develop the strategies for mono-brand shops.
- Manage the 13 shops, collect the right product into the collections, and combine in order to have different waves divided into timing, andtaste.
- Analyze SKU and share the results in order to correct, choose new waves to develop to meet the market, and share this with the departments in charge

## Education & Training

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1994 - 1995 ● **CUOA Consorzio Universitario Organizzazione Aziend**  
Master, Master: Organizzazione

1981 - 1986 ● **ITC I.Pindemonte**  
Diploma, Diploma: Ragioneria