

Tommy Naidoo

Head of Product - Production & Product Development

📍 London, UK

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Languages

English

About

A dedicated professional and highly driven individual with extensive knowledge of the production and manufacturing process across multi-tiered products with 15 years of international experience in Hong Kong, China, United Kingdom, Portugal, Italy, Turkey, Egypt, Philippines, and Bangladesh. Specialising in Production Management, Sourcing and Procurement, Business development, Project Management, Product development, maximising efficiency, and project risk through the Critical Path Management of the entire Design, Product Development & Manufacturing and Logistics process in the Apparel & Fashion industry for High street, Luxury, High end Street wear and Sportswear brands.

BRANDS WORKED WITH

Evertec Ltd

Mega Link China Ltd & Verge Apparel Ltd

Mega Link China Ltd & Verge Apparel Ltd & Evertec Ltd

Samurai Apparel Ltd

Trapstar Collective Limited

Experience

● Head of Product - Production & Product Development

Samurai Apparel Ltd | Aug 2022 - May 2023

- Managing all aspects from Seasonal Range planning, Design conception, Product Development, Costings in accordance with the companies pricing strategy, Fit approvals, Fabrics & Trims sign off (BOM), CMT costing, Production, QC/QA processes, Inbound & outbound logistics across all product categories.
- Implemented and Manage a new Critical Path/WIP system tailored to the brands needs to efficiently monitor, track & trace every order placed with our factories and have full visibility of what stage each order is at in the manufacturing process & On-site factory management.
- Working closely with Head of departments - Design, Sales, Merchandise/planning, Marketing teams to forecast product drop dates throughout the calendar year & ensuring key dates are adhered too for smooth production runs.
- Championing Sustainability - Ensuring & Established all new and existing Multi-product manufacturers, Fabric and Trim supplier adhere to environmental and ethical standards who must have accreditation in the form of SEDEX/SMETA, BSCI, OEKOTEX, WRAP, Sustainable apparel coalition, GOTS, Responsible down standards.
- Introduced New innovative Product categories & Strategies to increase ecommerce revenue.
- Monitoring the global market for trends for potential growth sectors.
- Expanded the brands Supply Chain with my network of Manufacturers, Fabric/Trim Suppliers from the United Kingdom, China, Turkey, Bangladesh & Portugal.
- Implemented Product on Demand system with a factory in the United Kingdom with an automated order processing system for Merch product (Soft & Hard goods) at 1-unit MOQ delivered D2C with customizable Embellishments (Screen/DTG/Transfer Prints & Embroidery) Allowing Samurai to not purchase & warehouse stock goods.
- Ecommerce seasonal range planning and forecasting
- Cross-Functional internal and external team management
- Sourcing, Research and Development of new fabrics and trims with current & new suppliers worldwide, keeping up to date with new innovative trends and staying ahead of competition.
- Ensuring all Fabrics & Trims are tested, and specifications adhered too our specifications on a monthly basis.
- Daily communication with the supply chain to ensure all products/SKUs are on track to meet deadlines.
- Ensuring POs are issued to factories on time.
- Allocate production across my worldwide supply chain based on the Global Ecosystem and variables that impact production & logistics facilities worldwide.
- Implemented a QC/QA process on returned goods to our DC & then subsequently put back into selling stock.

- Identify & Troubleshoot and solve any issues with production.
 - Managing a team of 6 internally.
 - Report Directly to the CEO
- Key Achievements at Samurai

Emirate Dubai Rugby 7's Tournament Dec 2022

- Managed the entire Product & Logistic process for all Samurai products for the tournament that was sold at the Stadium in Dubai. 80,000 products across 18 product categories, from 5 different countries.
- Managed the entire Product & logistics for our corporate licensed clients – Heineken, Bombay Sapphire (Bacardi Limited), DHL & Dnata
- Managed the entire Product & logistics for PR7's tournament, held in the United States (May 2023)

● Senior Production & Account Manager

Trapstar Collective Limited | Mar 2019 - Jul 2022

- Managing the entire Critical Path/WIP process from Design Conception, Product Development, Sourcing Fabric/Trims, Proto to PPS, through to Bulk production, Supply chain, Logistics and end delivery into DC.
- Continually Improving the Product quality, production lead times and Increasing profit margin by Sourcing new Manufacturers, Fabric, Trims and allocation of Production to specific factories across Europe or Asia to maximise efficiency in pricing & production lead times - from large production runs to smaller production runs without compromising quality and integrity of the brand.
- Working closely on a day to day basis with our Design team, Graphic team & Creative team as well as all factories on NDP, Sourcing new innovative fabric and trims, current product development and production.
- Expanding our supplier base for new and innovative Fabrications & Trimmings and construction technique using my extensive experience and by monitoring closely, the Trends in the Street-wear Fashion industry to stay ahead of competitors.
- Expanded our European supply chain with new factories in Portugal and Turkey
- Managing our UK Manufacturing facilities for Garment manufacturing, Print & Embroidery production.
- Frequent visits to the factories to ensure quality adheres to our specifications and monitoring production lines and ensuring the factories are keeping up to date with their Ethical and Environmental accreditations.
- Negotiating with fabric and trim suppliers and CMTs with Factories
- Maintaining key relationships with Garment Factories, Fabric Mills and Trim Suppliers across Europe and China.
- On-site QC/QA & Factory Production Management & Set up procedures to adhere to our specifications.
- Strategic Range planning and forecasting based on Street-wear trends and our mainline products.
- Monitoring our E-commerce system to identify customer buying trends and react swiftly to any changes in trends.
- Introduced a new operations system in order to streamline fulfilment.
- Within the first 2 years I have reduced our margins across the board for all product categories by a mean of 31% by using my experience working in Asia for the past 14 years to strategically source and vet factories based on specific regions and specific product type in the Far East & Europe and most importantly improving overall quality and the production process.
- Implemented a streamlined returns process with our warehouse team.
- Account manager for Selfridge's Men's department & Children's department & wholesale accounts.
- Report to Directors

● Director of Production and Operations

Mega Link China Ltd & Verge Apparel Ltd & Evertec Ltd | Jan 2016 - Nov 2018

- Manage, Lead & execute all facets of each department for all three companies.
- Key Account management of existing Client base.
- Continuing to facilitate, develop and build every Client based on their requirements.
- Acquisition of new clients – Nordstrom, Jack Threads, Tommy Hilfiger, Artistix Fashion, Le tote, Baro Drywear.
- Leading and managing a 30-person team of Merchandisers, QC/QA officers, Garment technicians, Product Developers.

- Negotiating with fabric and trim suppliers and CMTs with Factories.
- Ensuring all prototypes made in our sample room adhere to all specifications before being sent to clients.
- Signing off on all new developments, range plans, fabric & trims for all clients.
- Financial and budget forecasting planning/P&L per season.
- Develop strategic plans within depth knowledge of the industry.
- Create initiatives to maximize market opportunities, reduce operational threats and risks and maximize our core strengths.
- Build, develop, train and guide the management team to achieve set targets.
- Formulate & create new initiatives to maximize our advantage within the industry.
- Maintaining key relationships with Garment Factories, Fabric Mills and Trim Suppliers across China Bangladesh, India, Vietnam.
- Involved in design and development of a new state of the art Eco-Green factory in Dhaka, Bangladesh.
- Report Directly to CEO.

● Head of Production & Operations

Mega Link China Ltd & Verge Apparel Ltd | Jan 2011 - Jan 2016

- Critical Path Management for Production of Men's, Women's & Children's Fashion & Apparel. Formal Suits, Casual Jackets, Formal Jackets & Activewear, Knitwear from inception of product design & development to large scale manufacturing & logistics.
- United Kingdom retailers – Moss Bros, Marks and Spencer, Ted Baker, Burberry, Hugo Boss, John Lewis, BHS, Next, Burton, Saville Row, Matalan, Cerruti 1881, Oliver Sweeney, Austin Reed, House of Fraser.
- European Retailers – Jack Jones, Calvin Klein, Kings of Indigo, Stutterheim,
- North American Retailers – DKNY, Vince Camuto, Kenneth Cole.
- Managing and leading a 25-person team of Merchandisers, Quality control officers, Garment Technicians, product developers
- Onsite Factory production management & quality assurance in China & Bangladesh
- Fabric & Trim sourcing and development
- International Logistics & Supply Chain Management
- Factory auditing & compliance
- Factory Sourcing
- Product Design & Development which have featured on numerous Fashion shows in New York, Paris, Milan.
- Global Sales and distribution
- Successful Critical Path Production Management, product development, quality assurance and on time shipment of over 5 Million garments across 600+ styles for Major High Street & Luxury Retailers in Europe & North America
- Report directly to Managing Director

● Founder & Director

Evertec Ltd | Jan 2009 - Jan 2011

- Business Development & Consulting
- Product design, development and sourcing
- Sundries, Men's & Women's Shoes, Leather Handbags & Wallets, Men's & Women's Woven and Knitted Fashion & Apparel, Towels
- Sale & Distribution
- Marketing
- Factory Sourcing
- Onsite Factory Production Management
- Shipping, logistics and Supply Chain Management
- Quality Control

Clients – Kuoni Travel, Liebherr, David Garrett

Evertec Ltd was successfully sold and absorbed into Mega Link China Ltd.

Education & Training

2006 - 2009

● Kingston University

Bachelor of Science,

2003 - 2005 ● Australian International School Hong Kong (High School)
International Baccalaureate,