



# Saurabh Sehgal

Head of Buying and Merchandising | Puma group | |IMB|

📍 Bengaluru, Karnataka, India

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

## About

Collaborative leader with dedication to partnering with coworkers to promote engaged, empowering work culture. Documented strengths in building and maintaining relationships with diverse range of stakeholders in dynamic, fast paced settings. Pragmatic and result oriented with focus on top line and bottom-line results.

### BRANDS WORKED WITH

- PUMA Group
- Shahi Exports

## Experience



### ● Head of Buying and Merchandising Retail

PUMA Group | Jan 2021 - Now

Established and administered annual budget with controls to prevent overages, minimize burn rate and support sustainability objectives. Delivering Key KPI's of Net sales, GP, sell thru.

- Drove year-over-year business growth while supporting operations, strategic vision and long-range planning. Strategic Buying.
- Organized budgets oversaw P&Ls and achieved margin targets consistently to stay on track with growth plans.
- Assessed reports to evaluate performance, develop targeted improvements and implement changes. Implemented streamlined automated solutions across various partners and POS systems.
- Executed in-season pricing strategies, promotions and markdowns to reach financial targets.
- Created sales cycle plan to develop and service accounts through product marketing, prospecting, promotion and merchandising for proper product visibility.
- Leading Team to achieve individual and company targets.



### ● Senior Manager/Managet Product Development and Production

PUMA Group | Oct 2011 - Dec 2016

- Range plan and development for the local trade show with the key partners
- Cost negotiation and RRP planning across different product types.
- Vendor Management, capacity evaluation and social compliance evaluation.
- Quality control.
- Material procurement along with different vendors. Fabric and Accessories.
- Used coordination and planning skills to achieve results according to schedule. Production planning



### ● Head of Buying and Merchandising multi brand outlets

PUMA Group | Jan 2017 - Jan 2020

- Established and administered annual budget with controls to prevent overages, minimize burn rate and support sustainability objectives. Delivering Key KPI's of Net sales, GP, sell thru.
- Drove year-over-year business growth while supporting operations, strategic vision and long-range planning. Strategic Buying.
- Organized budgets oversaw P&Ls and achieved margin targets consistently to stay on track with growth plans.
- Assessed reports to evaluate performance, develop targeted improvements and implement changes. Implemented streamlined automated solutions across various partners and POS systems.
- Executed in-season pricing strategies, promotions and markdowns to reach financial targets.
- Created sales cycle plan to develop and service accounts through product marketing, prospecting, promotion and merchandising for proper product visibility.



- **Senior Merchandiser product development and production**

Shahi Exports | Jul 2008 - Jun 2011

- Range Development and planning for different customers.
- Cost negotiation.
- Material Procurement and proto development.
- Production planning
- Quality control

## **Education & Training**

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2016 - 2017 ● **Indian Institute of Management**  
certification, General Management

2004 - 2008 ● **National Institute of Fashion Technology**  
Degree, Bachelor of Technology in Information Technology