



Mohamed Raia

Director of Merchandising and Buying Omnichannel

Lugano, Svizzera

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Languages

English (Native)

Arabic (Native)

Italian (Native)

About

MBA-level educated, having a progressive and extensive experience in B2B and B2C business with focus on sales, merchandising, buying and planning for luxury and premium brands worldwide. Innovative and communicative leader continuously updated. Enthusiastic, customer thinking, resilient, adaptable and flexible achiever with keen attention to details. Independent and results oriented with a clear determination to succeed. Desires a high-level position in a professional corporate environment.

BRANDS WORKED WITH

bally shoe factory

Bottega Veneta

Joseph Ribkoff

Philipp Plein International

Retail Merchandising & Buying Manager

Experience



- **Director of merchandising and buying Omnichannel**
Philipp Plein International | Jan 2021 - Now



- **Product Merchandising & Planning Director**
Joseph Ribkoff | Jan 2019 - Dec 2020
 - Lead and define all aspects of product merchandising and planning processes, line plan, pricing, forecasting sales, product development, global merchandising seasonal guidance, must buy, etc.
 - Plan, develop merchandising strategies that balance customer's expectations and company objectives.
 - Collection Development; Collaboration with design and product office in order to ensure compliance with the structure of the collection in terms of contents and price ranges.

- **Head of Merchandising & Buying - EMEA**
bally shoe factory | Jan 2015 - Dec 2018



- **Retail merchandising Manager**
Bottega Veneta | Jan 2004 - Dec 2014
- **Retail Merchandising & Buying Manager**
Retail Merchandising & Buying Manager | - -

Education & Training

- 2017 - 2019 ● **Università Cattolica del Sacro Cuore**
Executive MBA , Business administration

- 2011 - 2012 ● **IED Milan**
Master of Retail management ,