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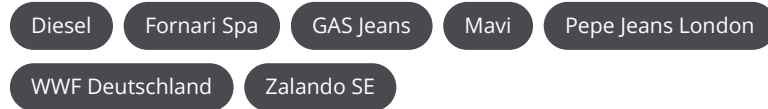
Languages

English (Fluent)

About

Management and motivation skills International experience Working in international companies Extensive knowledge in the fashion industry Well founded customer knowledge Business Acumen Sales and purchasing expertise Specialist knowledge of Entrepreneurs

BRANDS WORKED WITH



Experience



● Webshop Lead // shop.wwf.de

WWF Deutschland | Nov 2022 - Now

● Business Coach

Zalando SE | Jul 2021 - Nov 2022

Lead Buyer Core Classic Womenswear Footwear // Business Coach Womenswear Footwear @Zalando SE

● Lead Buyer Core Classic Womenswear Footwear // Business Coach IHK verified

Zalando SE | Dec 2020 - Nov 2022

● Senior Buyer & Business Coach IHK verified

Zalando SE | Jul 2017 - Dec 2020

Work experience in Wholesale, Retail and E-Commerce
Key Account /Shop in Shop/ Franchise/ Independent Boutiques
Senior Buyer / Unit Lead Classic Womenswear & Lingerie & Beachwear

Senior Buyer / Unit Lead Classic Women's Fashion & Lingerie / Beachwear @ Zalando - Lounge Covers 2 main categories with a total target of more than 38 million

- Target planning per brand womenswear & lingerie • Budget planning "YoY" target with growth of +23% in 2017 (€ 23 million) + growth of +45% in SS2018 and growth of +28% in 2019 implemented new buyer tools such as tableau and KPI training portals • onboarding and regular training of shopping assistants and buyers • team management of 6 people @Classic Womenswear Unit • idea development for the board
- "KPI" management (BCR, JP, CAT, SLT, Tableau / SAP)
- Establishing and maintaining a close relationship with the merchandising team of the fashion store Zalando Shop
- Since October 2019 training @the key "Business Coach" with IHK verification after passing the final exam for Business Coach September 2020

● Buyer Lingerie Zalando Lounge

Zalando SE | Mar 2015 - Jul 2017

Buyer "Lingerie / Beachwear" "Classic Womenswear" @ Zalando - Lounge
• Budget planning "YoY" growth of +45% in 2015 (17 million euros) and growth of +62% implemented in 2016 • Regular visits to all international trade fairs Textile and bodywear trade fairs in Europe • Team management of 3 people and participation in purchasing training in the Classic Womenswear Unit • Implementation of a KPI training platform per purchasing unit • Acquisition and expansion of suppliers • Implementation and forwarding of ideas for management



● Area Manager

Mavi | Jan 2013 - Mar 2015

Area Manager East • Mavi NOS + forecast budgeting • Budget planning growth of +12% in 2014 compared to the previous year • Shop-in-shop implementation • Regular organization / updating of the customer database • Budget planning and presentation by Preorder NOS • Coaching of sales assistants for key accounts marketing and event management Mavi Europe AG • Booking and coordination of Mavi Ads together with Agency Bold • Booking for Mavi Events • Cooperation with sponsors such as Red Bull • Organization of shootings (eg with Florian David Fitz)

- **Area Manager**

Fornari Spa | Jan 2010 - Dec 2013

Area Manager North / East • Seasonal and NOS orders • Target planning NOS + Preorder • Budget planning "YoY" 2012 target +8% growth compared to the previous year, 2011 target +12% growth compared to the previous year, 2010 target +7% growth compared to the Previous year • Merchandising by Lafayette and Kadewe (decorative window)



- **Senior Store Manager**

GAS Jeans | Jan 2009 - Dec 2009

Team management (recruitment, training, motivation, work schedule) Buyer and branch manager Berlin • Seasonal preorder / NOS • Target planning NOS & Preorder per shop • Budget planning "YoY" target with growth of +8% compared to the previous year • Coaching and management of employees and Shop in Shop by GAS in Berlin • KPI training • Merchandising • Marketing and event management o Development of press releases and advertising in cooperation with the textile industry



- **Area Sales Representative**

Diesel | Jan 2008 - Dec 2008

Area Manager East • NOS + seasonal preorder for boutiques / key account / franchise / denim specialty shop • Budget planning target "YoY" with growth of +6% compared to the previous year • Portfolio analysis of the existing customer database and training of sales staff • Marketing and event management o Event planning for "Rock on the Ring"



- **Assistant Area Sales Manager**

Pepe Jeans London | May 2006 - Dec 2007

Deputy Head of Pepe Jeans London Showroom East • Seasonal pre-orders • Portfolio analysis of customer master data • NOS analysis, order analysis • Pepe Jeans KPI analysis • Sales training for product training and sales • Presentation of seasonal collections • Coaching of sales staff on the shop floor, product training • Merchandising of P & C / Lafayette / Kadewe

Education & Training

2021

- **Business Coach**

Business Coach,

2019 - 2020

- **Business Coach @Key.Community IHK verified**

Business Coach,

2002 - 2004

- **Croydon College**

Bachelor's degree,

1997 - 2001

- **Städtische Berufsschule für den Einzelhandel Neuötting**

Einzelhandelskauffrau,