



Lucia Capuani

Commercial Strategy & Planning | E-commerce | Merchandising | Ex Zalando

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Languages

English (Work Proficiency)

Italian (Native)

German (Basic)

Spanish (Basic)

About

I have over 10 years of retail experience, specialising in merchandise planning and sales analytics at Zalando and Puma. I excel in leading teams, strategising, and adapting to dynamic environments, ensuring effective product development and financial management across diverse portfolios.

BRANDS WORKED WITH

PUMA ITALIA SRL

Zalando

Experience

● Senior Merchandise Planner - Sports Men Running & Training

Zalando SE | Mar 2020 - Oct 2023

- o Lead a team to define, execute, adapt seasonal and long-term strategies and financial KPIs.
- o Responsible of a portfolio of over 40 brands across two business units.
- o Accountable end-to-end for steering the area.
- o Improve ways of working and processes in the team.

● Merchandise Planner – Accessories Private Label

Zalando SE | Mar 2016 - Feb 2020

- o Elaborate seasonal unit's strategy together with buying team.
- o Develop seasonal budget plans.
- o Track adherence to the plan and responsible for monthly Open-to-Buy.
- o Drive weekly trading meeting and manage derived actions.

● Junior Merchandiser

PUMA ITALIA SRL | Feb 2011 - Feb 2016

Categories of responsibility: Footwear (Jan 2015 – Feb 2016). Apparel Kids, Apparel Running & Training and Accessories (Feb 2011 – Dec 2014).

- o Adapt international merchandising guidelines to the Italian market.
- o Define seasonal collection range, proper distribution channels and pricelist.
- o Manage seasonal forecasting process, elaborate, and analyse weekly reports on sales figures.
- o Analyse competition and provide with market insights the global product team.

Education & Training

2009 - 2011 ● **Università Cattolica del Sacro Cuore**

Master of Science in Management,

2008 - 2009 ● **Hanze**

Exchange Program,

2006 - 2009 ● **Università degli Studi di Bergamo**

Bachelor in Economics - International Trade,