



# Jay Anderson

A project manager with a focus on improving efficiencies, strategy and innovation, I am able to take on CPG/FMCG/apparel licensing, production, sourcing, sourcing/circularity, technology, communications, design, merchandising, project planning and deployment. More than a jill of all trades, a master of them all.

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English (Native)

## About

A Project Manager with a passion for innovation. I am a #Generalist and have worked across #ecommerce, #retail, #manufacturing, #licensedbrands, #production, #marketing, #styling and even work as a #fashion model. Fashion for me has allowed me to explore interests from sports to technology and my desire is to continue to forge relationships that continue to nurture my passion while helping brands accelerate their growth.

### BRANDS WORKED WITH

GreenWith Studio

## Experience



### ● Director of Strategy

GreenWith Studio | May 2021 - Now

This is for my current role at Greenwith Studios [www.greenwithstudios.com](http://www.greenwithstudios.com)

Lead a client-facing teams in the design, management, and reporting of organizational sustainability programs for luxury brands.

Assess and manage sustainability-related risks and opportunities across the value chain; Design sustainability performance targets and accompanying strategies and achievement plans.

Manage value chain and product life cycle inventories for energy, GHG, water, waste, and other resources. Develop sustainable product strategies, assortment architecture and pricing strategy that realizes business objectives across sustainability, growth/profitability, and customer acquisition goals.

Own all aspects of assortment edit/presentation preparation including samples, reporting, assortment architecture, line sheet creation.

Analyze global sales, BU feedback and focus group data to create briefs, memos, reports, and recommendations.

Leading a multi faceted team to conduct in depth market and competitor research (online, stores, runways) to understand emerging trends and developments in the broader sustainable fashion market and identify voids within the assortment and opportunities for future growth.

Utilizing knowledge areas based on the principles of PMI, Scrum and PRINCE2 to streamline and modernize business solutions for future success.