



# Lusine Mkrtchyan

Senior Director, Product Development, Sourcing, and Production

Greater Los Angeles, CA, USA

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## Links

[LinkedIn](#)

## Languages

Armenian

English

## About

Accomplished leader and expert with over 14 years in Product Development, Sourcing, and Production in the apparel industry. Strong technical and working knowledge of product construction, manufacturing, material development, quality control, and compliance.

In my current role, I oversee product development and production from ideation to launch, collaborating with design, sales, and production to ensure that product is designed and manufactured to meet customer needs, quality standards, and company goals. I manage and strategize product development calendars and deliverables, cultivate and manage relationships with vendors, mills, factories, and leverage my proficiency with PLM Centric system to streamline workflows and optimize costs.

### BRANDS WORKED WITH

Citigroup

Ford Motor Company

NBC Universal

Spruce HANSCOOL MagnLens

Velvet PR

## Experience

### ● Director, Product Development and Production

Spruce HANSCOOL MagnLens | Feb 2020 - Now

I oversee product development and production from ideation to launch collaborating with design, sales & marketing, and production team to ensure that products are designed and manufactured to meet customer needs, quality standards, and company goals.

### ● CEO

| May 2016 - Feb 2020

Responsible for overseeing all aspects of the business, from development to production, prospecting to sales and marketing. I led a team of designers, pattern makers, cutters, sewers, and other production experts to ensure that the company's products are of the highest quality and meet customer needs and expectations.

### ● CEO

| Jan 2010 - Apr 2016

Led company's strategic direction, growth, and profitability. I oversaw all aspects of the business, from product development and licensing to sales and marketing, and ensured that the company's products and brand are represented in a positive and successful manner.

### ● Marketing Manager, Digital & Multimedia

NBC Universal | Jun 2007 - Jan 2010



### ● Business Banking Relationship Manager

Citigroup | May 2006 - Dec 2006



### ● Senior Account Manager

Velvet PR | Oct 2005 - Apr 2006

### ● Retail Marketing Territory Manager

Ford Motor Company | May 2000 - Sep 2005

## Education & Training

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- USC Marshall School of Business  
B.S.,