



Maud Werderer

Merchandising manager / Col-
lection manager

📍 Anncy, France

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Languages

French (Native)

English (Fluent)

German (Basic)

Italian (Basic)

About

I have been working since 2004 in the Sport, Fashion, Streetwear industries where I have acquired expertise in the functions of Collection Management / Head of Merchandising / Go To Market Manager on apparel, footwear and accessories. Passionate about market trends and consumers behaviours, I help brands & managers to develop their 360° product strategy.

BRANDS WORKED WITH



Experience



● Global Product Merchandiser (Consultant)

Ron Dorff | Jun 2022 - Now

- Create a new product segmentation (typology, lifecycle, price)
- Develop weekly and monthly sales reports (web and own retail)
- Set up FW23 range plan and design brief based on product analysis, benchmark and trends.
- Manage SS23 and FW23 buying / Open to Buy budget and KPI's
- Management and training of 2 persons



● Senior EMEA Merchandising manager

Salomon | Jan 2022 - Jun 2022

- Define the EMEA SS23 directed assortment plan on apparel & accessories (new business model similar to corners)
- In charge of forecast and buying plan of the season
- Give inputs & brief global team based on product performance analysis, key account & field account meetings, trends.
- Create the SS23 Products Toolbox (collection presentation, sell-in sheets, catalogues...) + presentation to the sales team.
- Drive the creation of a virtual showroom

● Global Product Merchandiser

JoTT | Aug 2021 - Dec 2021

- Creation of end of season reports H20 to SS22+benchmark
- Define H21 collection segmentation
- Build H22 & SS23 range plan & design brief
- Define price & margin strategy



● Head of Collection

Aigle | Oct 2020 - Dec 2022

- €197 Mio annual turnover
- Management of 5 product managers
- Steering the global product strategy on all product categories (1500 SKU season), markets and distribution channels
- Responsible for the collection adoption rate, margin & KPI's



● Head of Underwear & Loungewear product (Transition manager)

Lacoste | Mar 2020 - Mar 2020

- Management of the SS20 collection & product team (6 persons)
- Driving the SS20 linebook



● Category manager

IKKS | Jan 2018 - Jun 2018

- Define the SS19 product strategy for women and accessories
- Set up SS19 collaborations



● Head of Kids collections Day/Night/Underwear

Petit Bateau | Jun 2018 - Dec 2019

- Define the collection framework, product strategy & the operational marketing plan.
- Management of 3 persons
- Set up of new processes : new calendar & efficient fabric plan



● Global Merchandising Manager

Fast Retailing | Apr 2015 - Jan 2018

PRINCESSE TAM TAM - Global Merchandising Manager

- €98Mio turnover (FY57 +11% VS LY)
- Management of 6 persons
- Define product strategy and concepts 350 SKUs : Lingerie €60Mio; Loungewear €24Mio; Swim €12Mio; Acc€2Mio
- In charge of new businesses: Sport range launch, Uniqlo Heattech product collaboration revival plan, new retail concept
- Responsible for retail buying and budget for 150 Shops • Implement a 360° marketing approach

COMPTOIR DES COTONNIERS - Global Merchandising Manager

- €125Mio turnover / 160 SKU season / Management of 3 PM
- Define product strategy and concepts for 3 categories: Knit 65€Mio; Cut& Sewn €31Mio; Acc €29Mio
- In charge of collaborations: New Balance, Brand, Uniqlo
- Launch of the first sneakers made by CDC SLASH (20Kpcs 2€Mio)
- Responsible for retail buying and budget for 380 stores



● Global Category Manager

Adidas | Feb 2009 - Apr 2015

Global Category Manager - Adidas Originals women's footwear

- P&L responsibilities of €300 Mio annual turnover. +18% from 2012 to 2015. 300 SKUs & 8,5 Mio pairs
- Management of 4 Product Managers
- Responsible for the FTW products from briefing to go to market
- Define core offer, product assortment, phasing, key stories distribution & price strategy
- Ensure implementation of marketing strategies at local level
- Create global Stan Smith product & marketing relaunch strategy
- Set up and management of diverse collaborations: TOP SHOP, FARM, RITA ORA

Senior Product Manager Adidas Originals Women & Kids FTW

- €170 Mio turnover / 150 SKUs / Management of 1APM
- In charge of "sleek" feminine, street and kids ranges
- Product & marketing launch of the new Action sports range

Product Manager Adidas Originals Men Select & Running FTW

- €200 Mio turnover / 130 SKUs
- Managing global lifestyle ranges including Adicolor & Running
- Implementation of collaborations with STAR WARS & creation of exclusive packs for top retailers (Colette, Size!)

Product Manager Adidas Originals Blue FTW, APP, ACC

- €70Mio turnover / 280 SKUs
- Management of a new premium fashion concept Originals Blue : creation of a new range structure & roll out, new distribution strategy, shop in shop in originals stores & department stores



● Junior Product Manager

Le Coq Sportif | May 2006 - Feb 2009

- Responsible for product creation from clear briefs to range launch (180 SKUs)
- Product launches: Deauville, Worker, Escrime;
- Set up of collaboration with JC de Castelbajac, Sixpack, M&M's
- Implementation of the communication strategy and go to market plan on the fashion segment
- In charge of trade marketing and events (Calvi on the Rocks, trade shows, new store opening)

Education & Training

2004 - 2006 ● **University Lumières Lyon 2**

Master, Fashion & communication

2001 - 2004 ● **Esmod Fashion Business**

Bachelor degree, Fashion marketing & management