



Brendan Hughes, M.A.

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Director, Business Strategy & Analytics: **ESSILOR-LUXOTTICA - New York, NY** Feb 2022 -

- Sales Analytics for 466 Stores (Eyecare Retail and Medical), netting FY22 Sales of \$1.0 Billion.
- Tableau analytics expert. Create countless reports/dashboards used by the field to monitor hundreds of combinations of KPIs including newly invented KPIs for my territories.
- Key territory is the US-Western Territory with 242 Stores (\$452M) including California, the company's largest state on volume.
- Other territories include the US-South (142 Stores, \$368M), and Canada (82 Stores, \$148MM), which significantly outperformed every other territory in FY22 (+12% comp). Canada was the only territory to beat its sales goal, following a negative comp prior year.
- Built close partnerships with Merchandising, Labor Productivity, CRM/Marketing/Promotions and Real Estate.
- Report to CFO leveraging background in Corporate Finance, Budgeting and Financial Planning/Forecasting.

Director, Business Strategy, North America: **VERSACE - New York, NY** May 2018 - Feb 2022

- Omni Channel Strategy Manager and business analyst for all merchandise categories across Full Price Boutiques (\$99M), E-Commerce (\$23M), and Outlets (\$23M). FY21 Total Annual Net Sales Budget of \$150M.
- Main focus on growing E-commerce and Outlet channels which grew respectively +51% and +45% on an annual basis.
- Created store transfer model to load sales and stock data and identify product transfer opportunities between stores and warehouses across channels. I then communicated the transfers to the buyers and store managers for execution. This process drove 50M in net incremental annual sales.
- Created Holiday Store to Ecom transfer of excess clearance inventory that drove 30M in net incremental sales.
- Accompanied and Directed Buyers on Budget and Product Strategy during Spring and Fall market week in Milan.
- Planned and communicated business performance and sales strategies to the corporate team and all store personnel via weekly email and a monthly video call.
- Trained Store Managers and Merchants on platforms and procedures to drive sales through remote classes and presentations at semi annual conventions in New York and Los Angeles.

Senior Retail Buyer: **BROOKS BROTHERS - New York, NY** Apr 2017 - May 2018

- Buyer and Planner for Women's Apparel and Accessories for North America Outlet Division (\$40M, 138 stores throughout the US/Canada).
- Drove business from -32% comp to +25% comp and sustained that performance over the prior two years. Beat 2017 annual plan by +\$2.2M in sales and +750k in GM\$, taking the outlet business from the worst performing division in the company to the best.
- Managed allocation team and directed allocation strategy for the business. Realigned store grades resulting in +25% sales increase in the top five locations.
- Managed mainline inventory liquidation strategy for the business. By optimizing the allocation of clearance inventory to the stores we drove significant incremental sales and margin.

Senior Manager, Retail Planning: **CALVIN KLEIN - New York, NY** Sep 2015 - Apr 2017

- Planner for Men's and Women's Fashion Accessories for the North America Retail Division (\$150M, 425 stores).
- Product categories include: Men's and Women's Belts, Shoes, Socks, Fragrance, Eyewear, Watches, Lightweight Scarves, Socks and Cold Weather.
- Create pre-season class plans in JDA Arthur planning system for each product category and present updated forecasts monthly at open to buy meetings.
- Approve all fashion commits, replenishment orders and store allocations.
- Work with merchants on buys to ensure proper assortment breadth/depth and receipt flow.
- Analyze businesses daily to identify new POS strategies, sales/inventory risks/opportunities.

Senior Manager, Retail Planning: **BLOOMINGDALE'S - New York, NY** Oct 2013 - Sep 2015

- Planner for Men's Premium Denim and Trend Collections (42M, 41 stores). Top vendors include: JV Star, Seven For All Mankind, Diesel, Adriano Goldschmied, True Religion, Joe's, J Brand, Nudie, and Rag and Bone.

- Created six-month financial plans for all vendors/locations for all elements: sales, markdowns, receipts, beginning and ending stock levels, gross margins, markups, MDAs, RTVs, shortage, employee discount and vendor discount/givebacks.
- Monthly product allocations using proprietary JDA Arthur system and stock forecasting.
- Manage in-season replenishment by adjusting order strategy at the sku/location level and through size scale profiling.
- Attend market appointments and negotiate financial and shipping guidelines at vendor/location level.
- Collaborate with E-commerce channel to plan omni channel business, analyzing congruent/non-congruent net/gross sales, stock and fulfillment at the vendor/location level.

Senior Manager, Retail Planning: COACH – New York, NY Sep 2010 – Oct 2013

- Women's and Men's accessories planner for international wholesale business (409M), specializing in Global Travel Retail (FY13 227M or 56% of Coach International), focusing on key Asian markets including: China, Japan, Korea, Thailand, Singapore and Australia.
- Planned men's category for the largest distributor, DFS Galleria (125M). While Men's has increased from just 5M in sales in FY10 (3% of total business) to 67M in FY13 (13% of total business and 17% of the Global Travel Retail business), representing a +1,300% increase.
- Responsible for planning largest share of women's accessories in Coach International in the following categories: leather, logo, mixed material, small bags, small accessories and novelty (50M).
- Account manager for seasonal assortment based on selling trend, emerging opportunities, risks (sales/inventory liability) and overall merchandise strategies.
- Responsible for communicating risks/opportunities weekly to the executive team and senior merchants, as well as recommending product chases/swaps and assortment modifications to maximize business opportunities/mitigate risks.

Senior Investment Analyst: STATE STREET GLOBAL ADVISORS – Boston, MA Jun 2006 – Sep 2010

- Performed innovative portfolio analysis for large state, municipal and corporate pensions, covering hundreds of complex private equity and real estate funds and thousands of investments.
- Presented performance reviews to CFOs at leading clients such as Walt Disney and the California State Pension (CalPERS).
- Develop the State Street Private Equity Index™ – a two trillion dollar benchmark consisting of over 1,500 funds used for comparing returns across the private equity sector (buyout, venture, mezzanine and distressed).
- Built and implemented a new proprietary platform for financial statement analysis.

Private Equity Analyst: BROOK VENTURE PARTNERS, LLC – Wakefield, MA Aug 2004 – Jun 2006

- Performed risk analysis on private revenue-stage biotech companies under the 60M Brook Fund II
- Industry-level analysis for the firm's investment banking arm, Federal Street Capital, LLC.
- Supported each level of deal flow from interviewing CEOs to fundraising to restructuring and to the control and operations of each portfolio company.

Global Account Manager: CISCO SYSTEMS – New York, NY May 2000 – Jun 2003

- Responsible for driving data networking hardware sales for key asset manager clients (148M).

Education

M.A. International Economics and Finance

Brandeis University, International Business School, Lemberg Scholar. Waltham, MA

- 1-term at Bocconi University. Milan, Italy

B.A. International Business

North Carolina State University, The College of Management, Caldwell-Fellows Scholar. Raleigh, NC

- 2-terms at The Chinese University of Hong Kong. Hong Kong, UK
- 1-term at The University of Vienna Business School (Wirtschafts Universität Wien). Vienna, Austria

Volunteering

- Fundraising Committee, Kunsthistorisches Museum, Vienna, Austria.
- Fundraising Committee, Neue Galerie, New York, NY.
- Alumni Relations Manager, Brandeis International Business School, New York City chapter
- Member, Antiquarian Bookseller Association of America
- Patron of several charities in medical research, human rights and animal rescue.