



Asif Husain

Website:
asifhusain.com

I saw the organization grow from an immature and non-process driven state to a mature and well-oiled machine that operated flawlessly. It was Asif's direction that got us there.

Asif's greatest strength is his ability to dive into any project with an open-mind and get the job done. This ability takes a firm understanding of processes and systems, a leadership style to empower others to make decisions and the drive to get something across the finish line. Asif has all of those abilities and more.....I know he can always "figure it out".

RJ Cilley, Vice President, eCommerce and Business Operation Hudson's Bay Company

"In working with Asif, he quickly became a valuable resource for the larger Marketing Team at HBC. For me, his unique strength was in his ability to provide insights beyond just the raw facts that provided us with greater clarity on the issues we collectively needed to address in order to meet the very aggressive sales increases for both online and the company as a whole. I would not hesitate to recommend Asif for a senior position in his field."

Patrick Dickinson, Senior Vice President, Marketing and Brand Strategy, Hudson Bay.

He was also instrumental in developing and advanced Ecommerce reporting and analytics."

Bill King VP & CFO, Comark

Passion for Retail

Extensive retail industry experience in **eCOMMERCE** - driving over \$1 Billion in on-line Sales: **BI & ANALYTICS** – Leveraged data to drive business insights and developing strategies that generated information and insights that produced revenue enhancements, performance improvements, and evolving digital strategies.; **MARKETING** – Increased the quality, scope and customer engagement of digital presence, website, and social media: **PROJECT MANAGEMENT** – Provided leadership to internal teams of developers and analysts leading to successful user adoptions using both Agile and traditional software development life cycle methodologies (Waterfall, Iterative ...etc) – Additionally working with internal and external (including off-shore) cross functioning teams to successfully manage on-line events

TheBay.com - STEVE MADDEN • ARITZIA • NYGARD INT • TXT MAPLE LAKE • COMARK

SELECTED ACCOMPLISHMENTS

Improved efficiencies, increased productivity

- Past three years, increased YOY demand sales by 50-60%, while maintaining GM objectives and overachieving on plans for 'One Day Sales' and 'Bay Days'
- Provided Marketing insights to HBC Marketing team: Used Google Analytics, CRM, Omiture, Microstrategy BIS application
- Improved processes to streamline reporting, to be able to evaluate B&M vs. Ecom
- Collaborated with team of ecommerce category managers, GMM's, DMM's, GPM's and DPM's to drive sales, deliver on GP, and achieve ending inventory objectives.

Ecommerce Experience – Growth revenue sector within retail

- Managed the morning audit process working with 18 different teams, including Data Services, QA, Merch Ops, Content Marketing...etc, ensuring over 82% of the time, emails were deployed 'on time' to over 3 Million households in Canada.
- Experience driving on-line demand with promotional activities while maintaining GM's.
- Contributed in increasing ecommerce penetration from 5% to 17%
- Managed inventory in Ecom Warehouse using various internal and external systems

Finding a better way – Business Process Improvements

- Implemented reporting tools leading to ability to create dashboards with drill down/drill through capabilities, with easy access to data for all,
- Enhancements to PO system, led to a decrease in 30-40% of time required in creating PO's

Professional History

○ Director Of Digital	TheBay.com	Toronto
○ Director of BI/Analytics	Comark Inc	Mississauga
○ Sr. Group Planning Mgr	Nygard International	Toronto
○ Product Director	Aritzia,	Vancouver
○ Sr. Retail Business Consultant	TXT Maple Lake	Toronto
○ Director of Planning	CMT Ltd	Toronto
○ Vice President of Planning	Steve Madden Ltd	New York City
○ General Manager	Pseudo/Samuel & Co	Halifax

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