

# Asif Husain

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## Professional Profile:

Experienced eCommerce Director, specializing in BI and Analytics

## LEADING BY EXAMPLE:

- **eCOMMERCE** - driving over \$1 Billion in on-line Sales:
- **BI & ANALYTICS** Leveraged data to drive business insights and develop strategies that generated insights and recommendations for action points that produced revenue enhancements, performance improvements, and evolving digital strategies.;
- **DIGITAL 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

## STRENGTHS:

- Strategic thinker;
  - Providing insights and directions using analytics.
  - Project delivery – on time and on budget,
  - Defining promotional activities using audience insights
  - Identifying market opportunities
  - Adoptable and flexible to changing market conditions

## LOVE A CHALLENGE:

- Strong leadership profile:
    - Highly organized with ability to adapt to quickly changing priorities;
    - Strong negotiation skills, with business/IT/Cross functional teams
    - Ability to work well with all levels of senior management
    - Successfully lead teams.
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## Testimonials:

*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. 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 our advanced eCommerce reporting and analytics."*

**Bill King VP & CFO, Comark**

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## Professional History

### Director, Digital Planning

**TheBay.com** (2014- 2017)

Reported to the SVP, HBC Digital in New York City with direct communication with Digital Marketing, eCommerce Fulfillment Center, Merchandise and Site operations, Customer Call Center, Finance, and Profit Improvement Center

- Developed financial plans and in-season forecasts for eCommerce division in partnership with Omni-channel marketing teams.
  - **Past 3 years exceeded plans with 60% annual growth in on-line demand**
- Provided Marketing insights to HBC Marketing team
  - **Used Google Analytics, CRM, Omiture, Microstrategy BIS application**
- Collaborated with Omni-channel Merchant teams in developing assortment and allocation strategies that aligned with the eCommerce objectives and total business strategy
  - **Past 2 years, approx 102 drop ship vendors were added**
- Managed the morning audit process for “One Day Sale” campaigns working with 18 different Cross Functioning teams, including Data Services, QA, Infrastructure, Merch Ops, Production, Content marketing...etc
  - **Approx 90%+ of the time, emails were deployed “on time” (prior to 7 AM) to over 3 Million households in Canada**
- Managed Digital Operations team, which acted as a critical business contact and liaison connection among all departments of Omni channel store operations and service excellence.
  - **Assisted in implementation on new perfect pick warehouse system at DC**
- Managed, mentored and trained team of 6 planning managers, 2 planning associates and 2 planning assistants

### Director of Business Intelligence/Analytics

Comark Inc. Mississauga, ON (Rickis, Bootlegger, Cleo) (2011 – 2014)

Reported to the CEO/CFO; Responsibilities included improving processes within divisions, all leading to Improved efficiencies, increased productivity, and synergies among corporate cross-functional business units.

- Led project team in providing merchandise divisions reporting tools to build dashboards with drill down and drill within analytical capabilities, leading to easy access to actionable data
- Created and implemented analytical reporting to ensure eCommerce “Ship to Store” partnership was successful for both, brick and mortar and Ecommerce divisions
- Applied advanced techniques/automation, in data gathering to ensure site experiences that are personalized, data-driven, and optimized to generate long term customer loyalty
- Designed, developed and implemented a merchandise distribution system application, which decreased time to create allocations by as much as 30%
- Improved processes in all three divisions to streamline roll up of all 3 divisional OTB's, to provide one corporate view
- Participated in executive level meeting's and provided recommendations to divisional merchandise teams to drive ecommerce sales, increase profitability and manage inventory levels.
- Successfully implemented Gerber's PDM application, providing Buying department ease-of-use in managing assortment plans and receipts flow.

**Sr. Group Planning Manager**

Nygard International, Toronto, ON (2010-2011)

Reported to The Chairman/CEO – Partnered with Peter Nygard, in revising company methodology and processes used for redeveloping the internally-developed NR5 merchandise system, including designing and implementing cluster plans, buying tables and product ranking

- Collaborated with team of Brand Managers, Merchandise Planners, Retail Co-ordinators and Ecommerce buyers to drive sales reduce MD's and achieve ending inventory objectives.
- Participated in Ecommerce project - "try on in store, buy in store, but ship from DC"

**Product Director**

Aritzia, Vancouver, BC (2009-2010)

Reported to the President and GMM; Responsible to ensure successful collaborations with department heads, including, Finance, IT, Merchandise, Sourcing, Production, and Design, to deliver on corporate financial objectives

- Created weekly reporting processes to monitor proper execution of open-to-buy. Met with Planners and Buyers on a regular basis to review OTB. Challenged the buys and quantification. Ensured that the planners and buyers are adhering to the OTB (dollars, units and average price point), while maintaining the buying grids
- Drafted weekly "action points" to senior management to increase sales, achieve profitability targets while ending inventory levels on plan

**Senior Retail Business Consultant**

TXT Maplelake Ltd., Toronto, ON (2008-2009)

Reported to Director of Pre-sales, North America; Responsible for implementation of planning, assortment, clustering and allocations solutions to corporate clients, leading to the satisfaction of client and end-users

- Clients included: Lululemon, Lego and Aeropostale
- Managed and steered business-requirement workshops.
- Supported the client in preparing for and completing their own internal-user acceptance testing and collaborated with the clients to ensure end-user community was satisfied with the solution and that the application delivered value to the process.

**Director of Planning/DMM,**

CMT Ltd, Toronto, ON (Urban Behavior/Costa Blanca/CBX/UB USA) (2006-2008)

Reported to President and GMM

- Divisional Merchandise Manager for the Canadian and USA Men's division and in 2 years increased contribution of Men's business from 7% to 20%
- Consistently achieved above planned forecasts through introduction of new assortments, new merchandising directions and new pricing/promotion strategies
- Reviewed weekly best and worst styles and take action to chase goods, take appropriate markdowns or change product placement. Monitored and forecasted trends by merchandise category to ensure effective management of open-to-buy.
- Presented document on need to create new Ecommerce division
- Conducted period reviews on store rankings, Basic stock replenishment items and quantities by store, along with inventory levels by sizing by store

## Group Planning Manager

HBC, Toronto, ON (The Bay and Zellers) (2004-2006)

Reported to the Sr. Group Planning Manager

- Managed overall financial performance of the assigned Merchandise department to ensure Sales, Gross Profit and Ending Inventory targets were achieved

## Vice President of Planning

Steve Madden Ltd, New York City (2000-2004)

Reported to the CFO: Planning responsibilities for all corporate divisions: Steve Madden, David Aaron, Candies, LEI, Unionbay, Steven, Stevies, Madden Men's, Madden Direct (eComm) & Retail Division

- Responsible for leading the planning team to develop and maintain merchandise and assortment plans, (for all internal divisions and whole partners), and ensure the end of quarter OTB plans were achieved.
- Assisted in the rollout of new Ecommerce division
- Each quarter, participated in meetings with investment bankers to provide update on upcoming next season's planning objections
- Chaired meetings with wholesale partners including Target, Macy's, Nordstrom's, TJ Maxx...to establish assortment and merchandise plans.

## General Manager

Sherlock Clothing Ltd. Halifax, NS.. (Pseudio and Samuel & Co) (1996-2000)

Reported to the President/Owner,

### Interests:

#### Personal

- Ran NYC Marathon and numerous ½-marathons
- Long distance biking
- Golfing

#### Community involvement:

- Past member of Jr. Achievement program mentoring students in business venture.
- Volunteer member Ride for Sight fundraiser, to help fight blindness.
- Federal Government's Committee responsible for the implementation of proactive policy to encourage students to "stay in school".

#### Professional Development:

- Teaching. Instructor at George Brown College, teaching Retail Buying
- Google Analytics: How best to utilize it for your business
- Attended annual retail Council of Canada's meetings
- Attended NRF show in NYC
- Attended eTail conference, Toronto
- Omni-Channel Strategies: How to Use Mobile technology to Increase Sales
- Transforming the Way Retailers Do Business in the New Social, Mobile and Digital world
- Emerging Consumers from Emerging Markets: the New Retail Frontier
- Showrooming: An Opportunity or a Threat?
- How to Fuse Data, Design, Technology and Experience: Doing it Right to Increase Profitable Sales

#### Education

- BA, B.Comm majored in Economics Saint Mary's University,
- Certificate in Financial management Saint Mary's University,

#### References

- Available upon request