

Asif Husain

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Professional Profile:

Focused on eCommerce growth and digital marketing & implementations, with successful user adoptions across all digital platforms. Experience working with audience market segmentations to drive growth by utilizing data driven analytics.

Favorite quote: *"Some people, look at the way things are, and ask why? Others, dream of things that never were and ask, why not?"*

LEADING BY EXAMPLE:

- ✓ **ECommerce:** Driving over \$1.3 Billion in Digital (eCommerce) Sales.
- ✓ **BI & ANALYTICS:** Leveraged data with Tableau, to drive business insights and develop strategies which generated action points that produced increased revenue and performance improvements. Experienced in Google Analytics, SweetIQ and Klaviyo
- ✓ **DIGITAL MARKETING:** Increased customer engagement of digital presence, via search (SEO/SEM), display and content, on Google, Instagram, Facebook, YouTube and Yelp.
- ✓ **PROJECT MANAGEMENT** – Acted as chair of steering committees, leading internal and external (including off-shore) cross functioning teams to successfully manage projects, ensuring on time delivery and most importantly successful user adoption.

STRENGTHS:

- ✓ Strategic thinker;
- ✓ Providing insights, recommendations and direction.
- ✓ Project delivery – on time and on budget,
- ✓ Defining marketing 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 collaborative skills, with business/IT/Cross functional teams
- ✓ Ability to work well with all levels of senior management, CEO, CIO, CFO,,,

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. 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 for both online and the company as a whole"

Patrick Dickinson - Senior Vice President, Marketing and Brand Strategy, Hudson's Bay Company

Professional History

eCommerce Consultant: YM Inc. (2017- 2018)

All things Digital, Including growth strategies, marketing and platforms. Multi banner operation (Canada and USA) Urban Planet, Suzy Shier, Bluenotes, Urban Kids, West49, Mandee's, Annie Sez, Stitches, Sirens.....

Focus on driving digital on-line sales, streamlining marketing media and implementation of Shopify plus

- Assisted in successful migration from **Magento > Shopify Plus**
- Implemented new digital reporting utilizing **TABLEAU** via connection to Shopify Data Warehouse
- Lead collaboration with marketing agencies to develop social media campaigns on IG and FB
- Responsible for implementation of **Zendesk** for 24/7/365 on-line chat
- Developed marketing insights with **SweetIQ** platform
- Implemented 24 hr. local delivery program within GTA area.

Director, Digital Planning: TheBay.com

(2014- 2017)

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

- **Responsible to drive online growth, achieving 60%+ in annual growth**
 - Provided Marketing insights to HBC Marketing team
 - 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
- Managed the "One Day Sale" campaigns working with 18 different Cross Functioning teams,
 - 90%+ of the time, emails were deployed "on time" (prior to 7 AM) to over 3 Million households in Canada
- Managed Digital Operations team, working together with store operations and CS.
 - Assisted in implementation on new perfect pick warehouse system at DC

Director of BI & 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 all divisions reporting tools to build dashboards with drill down and drill within analytical capabilities, leading to easy access to actionable data
- Applied advanced techniques/automation, in data gathering to ensure site experiences that are personalized, data-driven, and optimized to generate long term customer loyalty
- Successfully implemented Gerber's PDM application, providing buying and sourcing department ease-of -use in managing assortment plans and receipts flow.
- Designed, developed and implemented a merchandise distribution system application, which decreased time to create allocations by as much as 30%

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

Product Director, Aritzia, Vancouver, BC
(2009-2010)

Reported to the President and GMM;

- Conducted an audit to determine if new planning software was a desired outcome

Senior Retail Business Consultant, TXT Maplelake Ltd., Toronto, ON
(2007-2009)

Reported to Director of Pre-sales, North America;

Clients included: Lululemon, Lego and Aeropostale

- Responsible for implementation of planning, assortment, clustering and allocations solutions to corporate clients, leading to the satisfaction of client and end-users
- 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) (2005-2007)

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
- Presented market insights on need to create new Ecommerce division

Vice President of Planning, Steve Madden Ltd, New York City
(2000-2005)

Reported to the CFO:

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

Interests:

- Ran NYC Marathon and numerous ½-marathons
- Research and learning
- Golfing
- Biking
- Reading

Community involvement:

- Volunteer: Jr. Achievement program mentoring students in business venture.
- Volunteer: Seva Food bank
- Volunteer member Ride for Sight fundraiser, to help fight blindness.
- Volunteer: 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 Id
- Showrooming: An Opportunity or a Threat?
- How to Fuse Data, Design, Technology and Experience: Doing it Right to Increase Profitable Sales

Education

- Certificate in Data Analytics
- Workshops:
 - Google Analytics, Adobe InDesign, UX design SEO optimization, Product Management, Google AdWords, HTML and CSS
- BA, B.Comm majored in Economics Saint Mary's University,
- Certificate in Financial management Saint Mary's University,

References

- Available upon request