

NATASHA N. CHAIBUN

GLOBAL PRODUCT DIRECTOR

Product Strategy | Brand Growth | Merchandising

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Drive profits and maximize opportunities by staying authentic to the brand and relevant to the consumer.

- Knowledge of retail industry target customer analysis and implementation of proper marketing and merchandising strategies.
- Dynamic leadership, team building, organizational and communication skills, including; selling, negotiating strength, and cross-functional relations.
- Clear and detailed working knowledge and understanding of a wide range of design, including but not limited to; construction, fabrications, graphics, sportswear, swimwear and active wear.
- Working knowledge of garment costs and gross margin formulas.
- The ability to produce and execute a creative outcome and solution to design briefs.

January 2010 - March 2020

NIKE INC.

Hurley Women's Global Product Director

- Responsible for relaunching the women's business under new swimwear and performance focus.
- Drive overall women's brand across all functions further than product alone - key marketed stories and photoshoot direction, catalog and selling prep, and overall vision.
- Maintain close communication and alignment across geographies to drive a universal experience, execute clear product strategy and plan effectively for demanding and dynamic production streams.
- Increased North America revenue 14% FY19 post relaunch - with a planned 10% Global increase for FY20.

Hurley Digital/DTC Global Merchandiser

- Responsible for integrating all partners (Product, Retail, Merchandising, Brand, Digital) in managing the Nike.com/Hurley business globally.
- Assist with defining and managing the product proposition online/DTC by focusing on editing the assortment to amplify the best expression of our seasonal product stories.
- Partner with analytic team to define strategy and review site traffic, conversion, and revenue daily, through merchandising and cross-sell/up-sell strategies.

Hurley Women's Senior Merchandiser

- Construct line architecture addressing all needs of the business (NA wholesale/DTC) while driving overall brand initiatives and division focus.
- Build seasonal roadmap, including pricing and margin targets, style/sku plan and revenue growth.
- Manage planning and direct reports in both design and merchandising, along with managing seasonal buys and inventory.
- During early years as the Women's Printables Merchandiser - Propelled double digit growth and returned profitability to Women's Tee business +25% FY15, during challenging years by implementing a successful strategic plan focused on process and product.

Additional

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- Proficient in Microsoft Word, Excel, Powerpoint, Adobe Illustrator and Full Circle.
 - Comfortable with both Mac and Windows operating systems.
 - Fluent in English and Spanish.