

SAI KISHAN

Senior Merchandiser · H&M

Commercial Merchandise Strategist

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● About Me

Senior Merchandiser with 5+ years driving commercial strategy across 9 MENA markets and 90+ stores. I translate data into decisions, from demand forecasting and price architecture to building in-house Power BI infrastructure, delivering sustained profitability through assortment, pricing, and inventory excellence.

● Commercial Capabilities

- > Merchandise Planning & Strategy
- > Financial & Performance KPI Management
- > Cross-Functional Collaboration
- > Markdown Optimization & Pricing
- > Buying & Sourcing Strategy
- > Supplier & Vendor Management
- > Data Analysis & Forecasting

● Systems & Analytics

- > Microsoft Excel
- > Power BI
- > Blue Yonder
- > Oracle Merchandising
- > Allocation & Replenishment Systems
- > Microsoft PowerPoint

● Education

Bachelor of Fashion Technology

Apparel Production

NIFT · India

2015 – 2019

● Experience

Senior Merchandiser / Planner

Sep 2025 – Present

H&M – Alshaya Group · Kuwait · MENA

- > **Kidswear Pricing Strategy:** Developed and executed a comprehensive short, mid, and long-term pricing roadmap, delivering a 120% uplift in units sold and 27% increase in sales value.
- > **Buying & Assortment Strategy:** Liaised directly with H&M Sweden to influence assortments, aligning with reference market and bottom-up sales plans. Tracked buying levels against budgets and implemented corrective actions.
- > **MENA Region Accountability:** Led planning across 9 markets, 90+ retail stores, and 5 e-com sites, ensuring alignment with global strategies and financial KPIs.
- > **Markdown & Clearance Management:** Directed ISR, MSS, and ESS sale campaigns, driving double-digit clearance sell-through uplift while protecting margins and reducing ageing stock from 15% to 6%.
- > **Commercial Leadership:** Drove weekly commercial focuses and initiated stock and sales development actions to strengthen the customer offer.
- > **Tool Development:** Partnered with IT to design and launch an in-house allocation, replenishment, and forecasting tool, defining critical business logic.
- > **Cross-Functional Collaboration:** Collaborated with supply chain, VM, operations, and marketing, resulting in a 7% increase in LFL growth.

Merchandiser / Planner

Oct 2022 – Sep 2025

H&M – Alshaya Group · Kuwait

- > **Stock Availability & Replenishment:** Optimized allocation tools, achieving 90% product availability and reducing stockouts by 30%.
- > **Trend Analysis & Assortment Planning:** Analyzed historical data and market trends, improving units sold by 12% and sales value by 5%. Optimized product mix to increase full-price sales in price elastic markets.
- > **Advanced Data & Reporting:** Built advanced Power BI dashboards, reducing reporting time by 90% and providing real-time insights into sales trends, stock levels, and margin performance.

Product Developer

Feb 2020 – Oct 2020

Puca Global · Dubai, UAE

- > **Product Development:** Led assortment planning for activewear and footwear, ensuring alignment with market trends and sales targets.
- > **Supplier Negotiations:** Secured favorable supplier terms, contributing to a 25% reduction in lead times.
- > **E-Commerce Strategy:** Enhanced product visibility, driving a 20% increase in online sales.
- > **Market Leadership:** Spearheaded the launch of the first-ever hemp products in the Middle East, growing category sales by 30%.

● Awards & Honours

President's Award

H&M · 2025

Highest commercial distinction, for a pricing transformation delivering 120% unit growth across MENA.

Employee of the Quarter

H&M · 2023 · 2025

Multiple awards for sales growth and 90% reduction in reporting time via Power BI.

Alshaya Recognition Club

Alshaya Group · 2024

Recognised for exceptional demand planning and inventory flow optimisation across markets.

● Experience (cont.)

Co-Founder

Jan 2019 – Jan 2020

Cocachi · India

- > **Sustainable Brand Development:** Co-founded an eco-friendly kidswear brand, driving product innovation from concept to market.
- > **Merchandising & Buying:** Led end-to-end merchandising and buying plans with emphasis on organic and sustainable products.
- > **Supplier Optimization:** Negotiated supplier contracts for favorable pricing and lead times.
- > **Market Research:** Leveraged trend analysis to position the brand in the growing sustainable fashion market.

● Commercial Impact

01 Commercial Trading

Drove 7% LFL growth across 9 MENA markets by sharpening weekly trade decisions, recalibrating store depth, and aligning promotions with real-time sell-through performance.

02 Markdown Strategy

Delivered 70%+ sell-through across ISR, MSS, and ESS campaigns by controlling markdown timing and optimising assortment mix for each sale phase.

03 Commercial Systems

Led brand-side commercial design in the build of allocation, forecasting, and replenishment systems from scratch, defining trading logic to align system behaviour with commercial strategy.

04 Data & Reporting

Designed and scaled advanced Power BI trading infrastructure, eliminating 90% of manual reporting and enabling real-time visibility into margin, sell-through, and stock risk.

05 Allocation Strategy

Improved stock availability to 90% and reduced stockouts by 30% through demand-led allocation models and dynamic replenishment triggers by store profile.

06 Pricing Strategy

Led price architecture and range segmentation strategy across markets, aligning entry price ladders with customer value perception to strengthen full-price sell-through.