LUCAS K. VAN WESTON

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Merchandising Management—Retail & Consumer Products

Experienced merchandising professional with a strategic mindset, exceptional leadership skills, and extensive track record of success supporting both traditional and online retailing activities. Recognized throughout career for possessing a comprehensive cross-functional grasp of consumer sales channels, trends, and support operations— combined with a collaborative outlook, deep intellectual curiosity, and superior negotiation skills. Able to rapidly build trust/rapport with internal colleagues, outside vendors, and other key stakeholder groups. Highly effective planner, committed to analyzing real-time and historical data to identify areas of improvement and optimize sales volume, margins, and revenue. Lifelong learner, committed to studying/mastering new tools, technologies, and processes needed to maximize performance.

AREAS OF EXPERTISE

Merchandising & Branding	Category & Assortment Planning	Market Research & Trend Analysis
Team Training, Mentoring & Leadership	KPI Metrics & Analysis	Seasonal Planning & Promotions
Retail & E-Commerce Operations	New Product Development & Launch	Global Vendor & Supplier Relations
Budgeting & Financial Analysis	Public Speaking & Presentations	Learning & Development
Product Buying & Procurement	Time Management & Organizational Skills	Pricing & Contract Negotiation

EMPLOYMENT HISTORY & HIGHLIGHTS

EDDIE BAUER—Seattle, WA

History of diverse roles held with this iconic retailer—focused on forecasting, procurement, and merchandising activities essential to supporting over 102 Eddie Bauer stores, 48 EB discount outlets, and the e-commerce channel.

ROLES HELD:

Retail Assistant Buyer (Men's Wear & Gear) ..... *2017 to 2021*
Retail Interim Buyer (Kids Clothing & Accessories) *2017*
Retail Assistant Buyer (Outerwear) ..... *2016 to 2017*
Training & Information Special (Eddie Bauer Merchandising Group) ..... *2013 to July 2016*
National Retail Director (Founders & Waterford Brand Lines) ..... *2006 to 2013*
National Merchandise Manager (EB Pride) ..... *2005 to 2006; 2009 to 2010*
Divisional Merchandise Manager (Women's Sleepwear - West Coast Region) ..... *2001 to 2004*
Financial Merchandise Manager (Women's Sleepwear - West Coast Region) ..... *1999 to 2000*

CORE TASKS & RESPONSIBILITIES:

- Defining annual and multi-year growth strategies to achieve competitive advantage and maximize profitability
- Managing and motivating teams, identifying high-potential talent, and coaching/developing future company leaders
- Leading complex inventory management, planning, and optimization for multi-million-dollar product categories
- Facilitating bi-monthly business reviews to analyze results and develop creative solutions to risks/challenges
- Partnering with Direct Buy Planners on online strategy, order execution, flash event creation, and other key issues
- Analyzing market research, trend analysis, and consumer behavior to determine optimal product selections
- Designing and executing local, regional, and national marketing strategies and promotions to accelerate revenue
- Assembling compelling product assortments to maximize sales potential, both in traditional stores and online
- Providing new store support and mentoring divisional merchandising managers in sales/merchandising strategy
- Conducting 1:1 and group training to staff on corporate merchandising systems, tools, reports, and processes

KEY RESULTS & ACCOMPLISHMENTS:

- Recipient of the company's Trailblazer and Customer Service Superstar awards for exemplary performance
- 2x winner of Eddie Bauer's Buying Team of the Quarter (Q4/18 & Q1/19) and 10x winner of Buyer of the Quarter
- Experience leading teams as large as 45 staff, including 4 buying teams and 13 Regional Merchandising teams
- Held ownership of up to $250M in procurement spend, supporting 100+ stores located in the U.S. and Canada
- Created a Seasonal Holiday Shop that generated a 71% increase in sales with a 22% improvement in sell thru
- Expanded the outdoor gear assortment to all outlet stores, growing the business to $500,000+ in a mere 3 months
- Proactively took on leadership development training role, mentoring 35+ employees who received future promotions
- Launched Eddie Bauer's highly successful new DropShop and Campy department in 42 and 65 stores, respectively

EDUCATION & ADDITIONAL INFORMATION

B.A. Degree, Fashion Merchandising & Business | WESTERN GOVERNORS UNIVERSITY

Software Proficiency | MS Office working on certification; Retek Data Warehouse (RDW); Retail Management System (RMS); Assortment Builder; Markdown Optimization Tool; Continuous Improvement Kanban; Trello; Slack