

BROCK ANDERSEN

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MERCHANDISING & PRODUCT DEVELOPMENT EXPERIENCE

Under Armour, Inc.

BALTIMORE, MD

Merchandising Manager - Outdoor Apparel, Footwear, & Accessories

SEPT 2015 – PRESENT

- + Provides direction to Product, Marketing, Sales, Planning, and Merchandising partners regarding market opportunities, consumer insights, product assortments, as well as demand, forecast, and inventory levels.
- + Leads Apparel, Footwear, & Accessories teams in assorting categories focusing on strategic targets, local market characteristics, budgets, and SKU counts through segmenting line assortment by channel/distribution and winning buy-in on these from Sales and Buying partners.
- + Guides Marketing and Visual Merchandising strategy along with Brand Marketing, Retail Marketing, Direct-to-Consumer/eComm, Space Planning, and Sales teams.
- + Owns and analyzes business statistics such as sales history, market trends, key account requirements, competition, product mix, pricing strategies, and white space opportunities – applies this important information during product briefing, at design confirmation phase, and again at Playbook and Sales Meetings.
- + Facilitates Go-To-Market strategies and key meetings from seasonal concept through delivery.

The Walt Disney Company / Disney Consumer Products

GLENDALE, CA

Asst. Manager, Licensed Apparel & Accessories, Media & Classics

FEB 2015 – MAY 2015

- + Managed Men's & Boy's Apparel businesses as well as Bags and Accessories categories with the goal of meeting and exceeding revenue targets and growth objectives.
- + Developed & implemented business plan by category, retailer, licensees, partner brands, and intellectual property.
- + Owned of cost evaluations and recommendations of promotional, marketing, research, and creative expenditures.
- + Analyzed retail sell-through as well as reviews quarterly/annual projections to evaluate business and hit budgets.

Billabong

IRVINE, CA

Product Developer / Merchandiser – Men's Sportswear

JUNE 2012 – DEC 2014

- + Lead the execution of Merchandising, Development, Sourcing, Planning, Design, Pricing, Sampling, and overall strategy to achieve the seasonal vision of Knits, T-shirts, Printables, and other key categories.
- + Collaborated heavily with Sales, Retail, Marketing, and Production departments to manage direction, origin, design, and construction of each style in order to maximize quality, cost, margins, and delivery lead times.
- + Analyzed trends, past sales, consumer feedback, and key accounts to maintain a market advantage.
- + Constructed seasonal line plans, assortments, and margin reports to ensure maximum style/SKU productivity.
- + Built and maintained tech packs/BOMs; lead fit sessions & directed the Tech Design teams; created product briefs & made them a reality; designed full trim packages; cultivated crucial relationships with factories.
- + Supervised apparel manufacturing process and helps coordinate and oversee bulk production.
- + Planned and implemented graphics/t-shirt department calendar; Contracted and directed freelance designers.
- + Responsible for creation and growth of \$35+ million/year Printables / Specialty Knit business.

Nike, Inc.

BEAVERTON, OR

Product Line Manager / Product Developer – Emerging Markets

MARCH 2010 – JUNE 2012

- + Planned, merchandised, and developed Local 4 Local (domestic) seasonal category assortment for Action Sports, Young Athletes (Kids), Nike Factory Stores, and Footlocker/Sneakers+ tee programs.
- + Aligned local market needs to Regional/Global initiatives and strategies throughout 56 territories.
- + Accelerated fiscal revenue growth targets through execution of opportunities not represented in the Global line.
- + Created & established Product Creation processes for Quick-Turn Tees, Factory Stores, and Footlocker programs.
- + Recognized gaps and filled-in key role as *Action Sports FW & APP Category Manager* for Emerging Markets.
- + Sought and initiated up-to-date and innovative ways to create and produce the most high-quality and sustainable products with the end goal to become close-looped.

Product Developer – Team Sports, Licensed Apparel & Accessories


- + Lead full development of licensed Performance/Technical Apparel, Outerwear, On-field Jerseys, Tees, Fanwear, Packs, and Bags for College Football, USA/Canada Hockey, Lacrosse, USA Olympics, and Major League Baseball.
- + Took initiative to drive fresh design ideas and direction for licensed Headwear programs.
- + Active and significant role on the “Nike Better World – Employee Communication Committee”

Billabong *Product Developer / Merchandiser – Men's Printables*

- + Managed product lifecycle including research, development, specs, lab dips, prototypes, samples, and Production.
- + Teamed with vendors to source state-of-the-art materials, techniques, embellishments, processes, & technologies.
- + Helped coordinate transition from domestic to international development and production for some Printables.
- + Played a key role in instigating Organic Cotton and Sustainable Goods programs.

IRVINE, CA

JUNE 2006 – FEB 2010

Melmarc Products Inc. – Screen-printing *Product Developer / Sample Coordinator*

- + Expert with screen-printing, development, embellishments, techniques, garment washes, and finishes.
- + Teamed up with sample department to solve problems and produce the best product while meeting all deadlines.
- + Presented innovative ideas, materials, and techniques to customers to help with development and design needs.

SANTA ANA, CA

SEPT 2004 – JUNE 2006

Michael Gerald LTD – Gotcha, Side Out, Xtreme Gear licensee*Sales & Sample Coordinator*

- + Tracked, analyzed, and interpreted sales reports.
- + Corresponded daily with overseas and domestic vendors to track, receive, organize, and ship samples.
- + Coordinated samples for sales reps, design reviews, trade shows, and meetings.
- + Worked closely with Division President and Design Department Head to assist anywhere needed.

CERRITOS, CA

APRIL 2003 – SEPT 2003

SKILLS, KNOWLEDGE, & EXPERTISE

- Fosters Consumer Commitment by Knowing Market Trends, Consumers, and Competitors
- Builds Authentic Consumer Experiences
- Inspires and Authenticates Persuasive Products
- Leverages Retail with Product Creation
- Keeps It Fresh with Consistent Stories and Flow
- Less is More - Edits to Amplify

- Makes Impact with Powerful Product and Statements Through Design Lines, Color, and Print
- Delivers Results through Planning, Problem Solving, Business and Market Analysis, and Seeking Info
- Passionate about Sustainability and Eco-Friendliness
- Assures the Right Products are in the Right Place at the Right Time in the Right Quantity

TECHNICAL

Merchandising • Product Development • Brand Development • Innovation • Performance • Tech Design / Specs • Overseas & Domestic Development • Tech Packs & Bill of Materials • Garment Construction & Fit • Screen Printing, Embellishments, Washes, & Finishing • Sustainable, Eco-friendly, & Alternative Materials • Fabric & Material Development • Corporate & Brand Strategy • Go-to-Market Strategy • Concept Development, Creative Direction, & Art Direction • Graphic Design • Color Visibility • Illustrator, Photoshop, & InDesign • Excel, Word, & PowerPoint

FUNCTIONAL

Project Management • Seasonal Line Planning • Marketplace & Trend Research • Assortment Building • Sourcing • Pricing & Costing • Strong Retail Acumen • Budget / Financial Management • Production Coordination • Quantitative / Qualitative Analysis • Inventory Management • Forecasting / Planning

SELF-MANAGEMENT

Vision • Creativity • Collaboration • Communication • Resourcefulness • Time Management • Problem Solving • Multi-tasking • Continued Self Improvement, Progression, and Development

EDUCATION, CERTIFICATIONS, & ACCOMPLISHMENTS

- Fluent in Spanish & English languages – verbal & written
- Designed, created, and sold freelance graphics at a professional level for T-shirts and Outerwear for high profile companies such as Burton Snowboards, which have been produced and sold worldwide.
- Production Runner with NBC at Dew Tour Portland Invitational – Aug 2010 & Aug 2011 in Portland, OR.
- Served a Full-Time LDS Service Mission for 2 Years in Sonora, Mexico -- held various leadership positions.
- Proud member of POW – Protect Our Winters.

Golden West Community College*Make-up for Professionals Certificate – July 2005*

HUNTINGTON BEACH, CA

Cerritos College*Business/Management – 2003-04*

CERRITOS, CA

Davis Applied Technology College*Fashion Merchandising Certificate – June 2000*

KAYSVILLE, UT