

BEN SUIDMAN

700 Norwood Place - Seattle, WA 98122

312.286.8806

ben@suidman.com

VP / DIRECTOR – GLOBAL SOURCING & PROCUREMENT

Strategic Business Partner with Blend of Supply Chain, Product Development and Production Know-how

**Merchandising / Product Development / Production / E-Commerce / Inventory Management / VRM / CRM
Costing & Cost Reduction / Process Improvement / Consumer Products / Omni-Channel / Co-op Marketing
Analytics / Materials Management / Portfolio Management / Contract Negotiations / Startups / Consulting**

Created vision, developed plans and drove innovation in global sourcing, procurement, operations and product development to improve profitability, reduce costs and expedite product to market.

Proven record of streamlining processes, reducing inventory, enhancing productivity and improving quality, while increasing ROI, on-time delivery and customer satisfaction.

Forward thinking, metrics driven and detail oriented with proven strengths in prioritizing and managing multiple tasks.

With responsibility for managing brand portfolios up to \$180M and 450 vendors, can make sourcing and procurement a source of profits and competitive advantage by:

- ☐ **Managing operations to improve production efficiency and reduce costs**
- ☐ **Achieving buy-in from diverse stakeholders, creating common vision and consensus**
- ☐ **Building, training and leading high-performance teams that exceed expectations**
- ☐ **Sourcing and procuring materials, products and production globally**

BS, Buying and Product Management, Amsterdam University of Applied Sciences, The Netherlands.
Languages: Fluent in **Dutch**, conversational in **French, German and Mandarin**.

Leadership Snapshot

*20+ years international experience in US, Asia (particularly Hong Kong) and Europe
Leader and mentor for 30+ Merchant team
Focused in apparel and footwear arenas
E-commerce start-up and mature omni-channel retail experience*

Selected Accomplishments

- **Slashed inventory 40%, improving cash flow planning.** *Shoes.com*
- **Reduced 600-brand portfolio 25%, increasing marketing campaign conversion and profits.** *Shoes.com*
- **Improved margins 35% with Asian vendor-direct procurement model.** *Shoes.com*
- **Successfully implemented vendor direct structure.** *Eddie Bauer*
- **Cost engineering improves margin 200 Basis points YOY.** *Eddie Bauer*
- **Shortened supply chain lead times.** *Eddie Bauer*
- **Effected Strategic Sourcing processes/procedures, boosting sales 300%.** *Henry-Lee & Company*
- **Established Hong Kong based operations.** *VendexKBB Far East*
- **Set up wholly owned buying office in Hong Kong.** *La Pagayo Ltd.*

Career History

VP Merchandising, SHOES.com, 2015-2017. Managed \$180M brand portfolio of 450 vendors. Directed merchandising and assortment pricing. Led co-op marketing management. Provided global sourcing strategy to wholly owned company Richer Poorer. Supported SHOES.com brick and mortar retail store expansion in Canada.

Director, Global Sourcing, Eddie Bauer LLC, 2010-2014. Directed Global Sourcing Strategy for Eddie Bauer Outerwear, Footwear, Gear, Performance Sportswear and Accessories labels. Managed all full-price and outlet costing and vendor relations. Transitioned sourcing organization to vendor direct purchasing model.

Director, International Sourcing and Production, Henry-Lee & Company LLC, 2003-2010. Directed production, design, quality assurance and purchasing departments. Formulated divisional sourcing strategies in Asia and Western Hemisphere. Outlined production capacity initiatives. Managed product lifecycle.

Far East Sourcing Manager, VendexKBB Far East Ltd., 1999-2003. Managed \$60M FOB value budget. Interfaced with buyers to communicate market demands for 70% textiles and 30% hardware related consumer products.

Earlier: Manager Hong Kong Branch. La Pagayo Ltd.; **Key Internships:** *Buying Assistant*, SOMAT, Armand Thierry; *Merchandiser and QC*, COFEX Hong Kong Ltd.