

# 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.
- > **PRISM – Markdown Decision Engine:** Designed and built an internal markdown decision system to automate markdown planning across multiple markets, replacing manual Excel-based workflows and standardising decision-making.
- > **Scoring & Projection Models:** Built a decision framework to evaluate stock urgency and simulate markdown outcomes, enabling prioritised actions and financially controlled markdown execution.
- > **Tool Development:** Partnered with IT to design and launch allocation, replenishment, and forecasting tools, defining commercial logic and ensuring system alignment with business strategy.
- > **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.

## ● 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.