Umesh Swaroop

Retail Operations | Sales & Distribution | P&L Leadership
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PROFESSIONAL SUMMARY

Deputy General Manager – Retail Operations at Aditya Birla Lifestyle Brands Ltd., with **23+ years** across bridge-to-luxury, premium and mass apparel brands including Marks & Spencer, FCUK, Ed Hardy, Celio, Forever 21 and Van Heusen. Experienced in P&L, KPIs, franchisee development and channel expansion across Exclusive Brand Outlets (EBO), Large Format Stores (LFS), Multi-Brand Outlets (MBO), online and institutional sales in all regions of India.

CORE COMPETENCIES

P&L Management	Franchisee Management	Business Development	KPI Management
Retail Excellence	MIS	Inventory Management	Audit & Compliance
Shrinkage Control	Budget Control	Buying & Merchandising	Visual Merchandising
CRM	Customer Experience	Retail Marketing	Recruitment
Training	Staff Incentives		

CAREER HIGHLIGHTS

- **Sales growth:** Managed **INR 42 Cr turnover** against a **24% net growth plan**, by opening new doors, growing existing doors and signing new Shop-in-Shop (SIS) and SAS partners.
- **Inventory control:** Protected an inventory of **30,000+ options** against pilferage, by running random global counts and surprise audits as regional authorized signatory for monthly stock-takes and quarterly audits.
- **Merchandising:** Held optimum stock levels against sales targets, by tying planning, forecasting and ordering to the P&L and adjusting product flow and merchandise mix from group-wise and category-wise sales data.
- **People:** Built performance-focused store teams, by hiring selectively from the industry, running customer service and operations workshops, and holding weekly performance reviews with Area and Store Managers.
- **Brand standards:** Kept stores aligned to Brand Principal standards during principal visits, by implementing brand guidelines and SOPs and executing colour-, theme- and campaign-led visual merchandising.

WORK EXPERIENCE

Sep 2016 – Present **Aditya Birla Lifestyle Brands Ltd.** (Aditya Birla Group)

Deputy General Manager – Retail Operations, Van Heusen (VH) Innerwear, Trade Sales & Distribution

- Drove the LEBO channel toward a **1,000-store pipeline** as a core project member, by developing franchisee partners on terms profitable for both franchisee and company.

Peter England, Retail Sales & Distribution

- Contributed to **Project Reignite** as a core project member, while managing retail sales and distribution.

Central Trade Sales: Louis Philippe, Van Heusen, Allen Solly, Planet Fashion

- Built the sales team and EBO pipeline across **4 brands** as a core project member, by working with distributors.

Forever 21, Retail Sales

- Delivered the brand's **transition to ABFRL** as a core project member, while managing retail sales.

Oct 2013 – Sep 2016 **Retail Operations Manager**, Celio

- Built a **new Store Manager pipeline** as core project member, through industry hiring and training workshops.

Dec 2012 – Aug 2013 **Business Owner**, Women's Ethnic Wear, North India

Aug 2008 – Nov 2012 **Area Manager & Store Manager**, Ed Hardy

- Delivered the brand's **first store in India to reach INR 1 Cr** average monthly sales (AMS) as a core member, by pairing the right stock mix and manpower plan with high customer service standards.

Jun 2007 – Jul 2008 **Store Manager**, FCUK

- Delivered the brand's **first store in India to reach INR 50 lakh** AMS as a core member, by tracking fast- and slow-moving merchandise and holding optimum stock.

Oct 2005 – Mar 2007 **Assistant Store Manager**, Esprit

- Helped make the store Esprit's **first in India at 55 sales per sq ft per day** (SSPD), by tuning merchandise mix.

Mar 2003 – Sep 2005 **Sales Advisor**, Marks & Spencer

- Helped the store rank **best in North India** for S&B sales, through high customer service standards.

EDUCATION

2003 **Bachelor of Commerce (B.Com)**, Chaudhary Charan Singh University