

SUSAN LUCINDA HAMM

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CAREER OVERVIEW

Respected **Product Development Professional** with extensive experience in diverse category management including various battery categories, lighting fixtures, light controls, timers, and apparel. Strong record of partnering with suppliers and customers to develop timely product, control costs, and improve operational efficiency. Strategic thinker with a resolution-based, customer-centric approach to improve planning, process, and execution. Respected supervisor and mentor with ability to develop team members for promotional opportunities. Strong communication skills used to establish rapport, credibility, and cooperation.

CORE COMPETENCIES

- Strategic Thinking
- International Relations
- Report Building / Analysis
- Training / Mentoring
- Product Life Cycle Management
- Cross-functional Teams
- Project Management
- Cost Negotiations / Modeling
- Process Improvement
- Customer Relations
- Supplier Relations
- Financial Planning
- Global Sourcing
- Market Research
- Driving Results
- Product Management
- Project Implementation
- Influencing Others

SELECT PROFESSIONAL ACCOMPLISHMENTS

- Concepted, developed, costed, and brought to market battery-operated sconces for Amazon 3rd party seller, which became the number one product in this category on Amazon within first month of release. Developed 4 additional SKUs for launch to retail.
- Built product Smartsheet marketing process from *Concept to Customer* for AmerTac with an emphasis on phase gate project management, including collaborative forms, tools, and reporting dashboards.
- Managed product lifecycle and new vendor onboarding for lithium coin program resulting in +21% sales and +42% margin comp growth for total category.
- Tenacity to drive results by guiding cross functional teams, vendor partners, factories, mills, and agents in order to achieve cost benefits and improve quality. Examples include negotiated cost reductions of -16.5% on 100K unit and -25% on 50K unit like for like core programs.
- Travelled to factories in Guatemala, Asia, and India sub-continent to support business needs. Developed strong international relationships with apparel mills as well as apparel, battery, and lighting factories.

PROFESSIONAL EXPERIENCE

AMERICAN TACK & HARDWARE - Brookfield, WI

2019 to CURRENT

Product Manager

Responsible for product life cycle including strategy, roadmap, trends, use case, competitive landscape, product creation and development, product costing, P&L analysis, supplier management, regulatory compliance, marketing direction, and cycle life management for under cabinet lighting, timers, light controls and assigned battery-operated programs.

- Administrator and subject matter expert for Smartsheet which includes building, training, executing, managing, and maintaining the New Product Development process, as well as reporting dashboards and analytics. Trainer for marketing and product teams (including China sourcing agents) on Smartsheet project management process.
- Owns ideation through production for new products including marketing content and packaging direction. Directs suppliers on specific product design and development, prototype, technical specifications, and desired final production.
- Monitors legacy product inventory for excess, updates, discontinuation and is the gatekeeper for all product decisions for assigned categories
- Responsible for all product driven projects relating to customer line review meetings including product costing specific to customer packaging guidelines, estimated landing costs, product dimensions/ HTS, customer P&L for internal sales teams, presentations, and ensuring timely delivery of prototypes or samples.

- Product expert responsible for providing cross functional team with direction, training, and support to smoothly execute their required role. This includes sales, supply chain, customer service, engineers, and graphic design.
- Architect for reporting dashboards in Smartsheet, designing, building, and updating dashboards weekly.
- Self-trained in Adobe Illustrator to assist graphics team with packaging die lines and to communicate artwork elements to suppliers in China..

BATTERIES PLUS BULBS, ASCENT BATTERY SUPPLY DIVISION - Hartland, WI

2016 to 2019

Progressive roles: Associate Product Manager and Product Manager

Oversaw full product development lifecycle of various battery and lighting categories for both private label and national brands. Strong relationship building with franchise ownership group, domestic suppliers, quality engineers, commercial sales team (B2B), and supply chain for Ascent Battery Supply.

- Within first 3 months as Associate Product Manager, added Senior Analyst as direct report and was promoted to Product Manager role in June of 2017. Added commercial lighting categories in August 2018.
- Managed Sealed Lead Acid category, 22% of total Ascent sales. Monitored lead market pricing, currency (exchange rate) and global metal market impact, including recent tariffs on Chinese product. Owned alternative sourcing strategy project, developing timing and action calendar, assessing country of origin risk, and managing cross functional stakeholders to drive project timeline and ultimately reduce product costs.
- Led Project Management for international and domestic line extensions, actively managing cross functional teams within sourcing, quality, testing, demand planning, marketing, and data management to accelerate the development process for each line extension. Executed launch strategy to Franchise ownership group for new product lines with Category Manager as needed.
- Cultivated relationships and manages cost negotiations for 38% of total Ascent Battery active suppliers.
- Responsibilities included ownership of the product lifecycle for over 55% of total Ascent planned sales. This included negotiating cost, cost changes, rebate, warranty terms, and stock lift with suppliers.
- Developed financial budget and total strategy for Ascent inventory management across all assigned categories including exit strategies for declining programs and growth for new development and expanding categories.
- Partnered with Category Manager and Commercial Sales Team to drive retail and B2B sales for Franchise organization.

KOHL'S DEPARTMENT STORES - Menomonee Falls, WI

2010 to 2016

Production Controller (2014 to 2016)

Managed sourcing strategy, pre-production, and production within 2 brands of Men's contemporary woven tops, outerwear, and swim categories which represented \$200M in receipts annually. Subject matter expert for PLM system managing and maintaining accurate data within system as well as training peer group on latest software updates. Strengthened relationship with agent and suppliers, including 5 import vendors and 3 domestic suppliers.

- Influenced, trained, and mentored 4 Coordinators in Men's Contemporary to ensure accurate execution of all production responsibilities as well as focused career development for each Coordinator. Responsible for mentoring 15 Coordinators throughout Product Development, several of which were promoted.
- Responsible for garment component costing, sourcing strategy, and engineering to provide cost savings options.
- Communicated original buy, subsequent flows, and delivery shifts using WIP management to suppliers.
- Identified fabric consolidation opportunities. Supported fabric, yarn, and trim sourcing to achieve IMU goals.
- Communicated clearly with domestic and import vendors to support business needs.
- Provided seasonal and monthly projections by vendor and adjusted projections according to sales trends.

Product Development Coordinator and Specialist Roles (2010 to 2014)

Held progressive roles within legwear, fashion accessories, and women's apparel brands. Managed all aspects of development and production including sample submit approval process, daily email communication with domestic and import suppliers, delivery shifts, timing, and action calendars, and WIP chart. Owned product development lifecycle for seasonal accessory categories including assortment building, trend, competitive shopping, reporting, and sales performance analysis. Role was considered equivalent to the Developer role and reported to Product Manager.

- Owned seasonal categories in accessories of which cold weather accessories was recognized as top performing category with \$152M in sales.

LANE BRYANT - Ohio / Florida

1999 to 2009

Merchandise Assistant - Columbus, OH (2008 to 2009)

Partnered with Intimate Apparel Product Development and Merchant team on vendor cost negotiations. Managed purchase order entry in alignment with timing and action calendar. Executed re-tickets, chargebacks, and return to vendor. Recapped quarterly competitive shopping to gain market perspective.

- Winner of 6 President's Awards within Intimates department for top performance to sales metrics. Received Lena Award for service, performance, and excellence as stand-in assistant buyer.

Progressive roles: Style Expert, Key Holder, and Store Manager - Ohio and Florida Markets (1999 to 2008)

Successfully ran a flagship store in the Tampa market with 40 employees and \$2.5M in annual sales. Recommended by leadership to move to Columbus market and manage the corporate home store, then given the opportunity to move into the corporate role of Merchandise Assistant.

- Executed all functions of management including interviewing, hiring, training, coaching, scheduling, daily operations, customer service, loss prevention, and visual merchandising at the store level within diverse markets in Orlando, Tampa, and Columbus, OH.

EDUCATION / PROFESSIONAL DEVELOPMENT

Bachelor of Fine Arts - Electronic Intermedia; University of Florida - Gainesville, FL

Cotton University coursework: Printing Science, Knitting Fundamentals, Weaving Fundamentals, Overview of Dyeing and Printing Techniques, Cotton Farm Tour / Construction 101 – Apparel Engineer Training /

Fashion and Textiles Series: Fibers, Yarn, Wovens, Knits, & Sweaters / Pattern Matching Overview /

International Travel: Guatemala, China, Hong Kong, Indonesia, India, and Sri Lanka

Batteries 101 and 201 Training / Watch Battery Installation / Key Cutting / Key Fob Programming / Bulbs 101

Presenting with Impact / Franklin Covey Project Management Essentials / Change Management / Strengths Essentials / Crucial Conversations / Speaking on the Spot / Karrass Effective Negotiating

SYSTEMS / TECHNICAL SKILLS / CERTIFICATIONS

Smartsheet Product Certified User: **Issued June 2020**

Windows and Mac OS Systems / Microsoft Office Suite / G Suite / AS400 / ADP / Adobe PDF / Adobe Illustrator / TOPS / Tradestone PLM / CICSP (Mainframe) / Enterprise Data Warehouse / Snag It / WordPress / Mailchimp

LinkedIn / Facebook / Instagram / Twitter / WhatsApp / WeChat / Snapchat

INTERESTS

Daughters of the American Revolution, Joseph Marest Chapter / Wreaths Across America /

USS Franklin CV-13 Newsletter Editor / Family Genealogy / Bookworm