Rommy Hidmi

rommyhidmi@gmail.com   1 (937) 903-0711

Education

University of Pittsburgh
B.A. of Business Administration
Information Systems & Marketing Dual Major
Jan 2015 — Jan 2019

Skills

Microsoft Excel

Communication and Presentation (PowerPoint & Keynote deck creation)

Adobe Creative Suite

Google Analytics

Trend Analysis

https://www.linkedin.com

/in/rommyhidmi/

Employment History

Global Product Manager – Running/Training Apparel, PUMA

March 2022 – Present

Junior Product Manager – Running/Training Apparel, PUMA

Mar 2020 — March 2022   Boston, Massachusetts

- Solely managed regional product creation (RCC) for North America, Japan & China totaling 600k units of new business – briefing design on regional needs, creating and maintaining Line Plan, working through development milestones through final sampling
- Travelled internationally (Mexico, India, Germany) meeting with regional merchandisers and accounts to identify volume driving business opportunities
- Worked cross-functionally with development teams to ensure product quality and fit, approve strike offs, negotiate pricing
- Introduced new entry price point and recycled strategy which increased sales volume of the Graphic Tee category by +21% compared to previous season
- Drove cost and key product decisions while managing PUMA Performance's first high profile collaborations (Goop, Liberty of London, The Batman) – creating range plan, choosing fabrics, informing logo and color usage
- Briefed design team with clear and actionable requests, leading Men's Training, Men's Yoga, Graphic Tees, seasonal Concepts, and regional SMU categories
- Collaborated with Material, Trim, and Development teams to bring newness through franchise fabrics and garment technology
- Solely managed the Labels and Packaging team for all Run Train product, introducing a new, sustainable approach for hangtags and labels

Market Research & Insight Intern, Olson Zaltman

Jan 2019 — Apr 2019   Pittsburgh, Pennsylvania

- Performed qualitative analysis for Coca-Cola ethnographic research project, identified common themes from consumer interviews and synthesized insights into client decks
- Developed brand position and marketing strategy for new product release, ensuring proper implementation of consumer insights

Management Information Systems (MIS) Intern, Kering

Jun 2018 — Aug 2018   New York City

- Aggregated data from multiple systems to create one cohesive report on product, store, and regional sales performance
- Managed account creation workstream of Workday HR system implementation to ensure duplicate and terminated profiles were accounted for
- Led the procurement (researched options, requested quotes) and assisted in the application of the final selected asset management tool for valuing and tracking leased equipment for all brands
- Created process manual for EMEAI implementation of asset management software