



## **Regional Manager – Retail (North)**

### **Company Overview**

Zivame is a Women's fashion brand company which started in 2011 as online lingerie retailer featuring hundreds of styles for the Indian woman. We believe that we are in a very exciting junction of our journey. We have scaled up from being a start-up and now are looking at building a sustainable, fast growing and a profitable company by establishing its own lingerie and Activewear brand in the industry.

We have seen an exciting growth phase this financial year with revenue growth of 80% over FY 17 with reduced spends leading to high double-digit EBITDA improvement. We entered into retail EBO channel about a year back and have already become largest Lingerie Retail EBO network in India with about 30 retail stores. The success of this expansion is seen with stores achieving break even in less than 6 months and retail channel 3x growth.

We have also entered into other categories like Activewear, Sleepwear and Shapewear which is witnessing 2X growth of Lingerie category. Our mission is to be a Women's fashion brand which will help Women dress better by growing a category whose offline representation is underserved because of range and size availability issues, lack of consultation and social discomfort. We have roped in international design team to deliver fresh styles every month for the new age Indian women.

Culturally, we pride ourselves in being an open, transparent company which retains its startup DNA. We encourage teams and individuals to take full ownership and drive initiatives in a fully empowered environment. We encourage experimentation and risk taking and a constant drive to build something new which can help us deliver better outcomes to our customers. Our thesis is that every Individual should within Zivame find all means to make and drive impact.

### **About the role**

We are looking to aggressively expand in retail channel by adding 2x more EBOs in the coming financial year. We are building this channel with Omni experience i.e. using our technology expertise in the Brick'n'mortar setup. We have witnessed early signs of success in which we have utilized technology in merchandise selection, allocation and opening up virtual shelf space for retail stores. We are continuing this journey with now building tools to provide a complete digital experience to the customer inside the store where she has access to full range of Zivame and is able to do this seamlessly.



## **Position – Regional Manager – Retail (North)**

### **Team Size – Store Managers from all stores in North India**

- P&L Ownership - Responsible for ensuring that the revenue targets from the lines of business are achieved or exceeded. Motivate & challenge the team to achieve sales & profit results.
- Oversee the development and implementation of standards of best practice and operating procedure throughout the retail channel
- Drive consumer delight and retention- working with tech team to build new products which can offer consumers wider choice and a seamless experience.
- Drive aggressive retail expansion and enlarge Zivame footprint by launching new stores – crack new geographies / territories, acquisition strategies etc.
- Establish and maintain a successful work culture. Recruit, retain, and develop a star team.

### **Skills and Competencies:**

- Desire and ability to think like the customer.
- Demonstrated ability to take full ownership of the P&L of the business and push all relevant levers. Ability to build overarching business strategy including cross functional linkages and then drive execution of the same.
- Passion to architect and experiment with new ideas; ability to think through these pilots/initiatives and deliver clean outcomes.
- Problem solving ability, high levels of analytical horsepower and a strong bias for action.
- People Leadership: Ability to build a strong team to deliver across functions with well-defined KRAs/KPIs.

### **Qualification & Experience:**

- Engineering / Master's degree in Business Administration or related Master's degree and / or professional certification from Top colleges with experience in retail industry