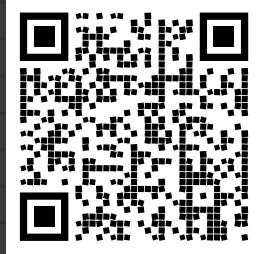


NEIL DU PLESSIS

Professional Resume



CONTACT

(323) 236-4299

duplesn@gmail.com

linkedin.com/in/neilduplessis

Los Angeles, California

EDUCATION

Musicians Institute

Associate Of Arts

2010 - 2011

SKILLS

Leadership

E-Commerce & Retail Strategy

Conversion Rate Optimization

Emotional Intelligence

UX & UI

Digital Merchandising Strategy

Product & Project Management

Contract Negotiation

Freight & DC Operations

SEO & SEM

Amazon Seller Central

3PL Logistics

SFCC & SFMC

SAP Commerce Cloud

Google Analytics

Shopify

JIRA

Smartsheet

SUMMARY

- After 9 years and 4 progressively more senior roles at Guess? Inc., I pivoted to roles in different verticals and business models, with the goal of broadening my skills and experience.
- I have 11 years of experience in fast moving ecommerce and digital environments, focused on solving problems, creating processes, managing expenses, projects and teams and growing revenue.
- I've been challenged with pivoting around and adapting to different CEO strategic visions.
- I currently manage 5 direct reports, but have previously managed ~ 30 indirect reports.
- At Guess I was part of a core team that grew N.A. ecom revenue by ~ 50% over 6 years, and was a key player in business strategy, merchandising, freight and logistics, marketing, customer service and technology operations.
- I regularly consulted with Guess' CTO & CIO on strategy & current/future projects, and was tasked by Guess' current CEO, Carlos Alberini to lead the business/technical operations of North America's Salesforce Commerce Cloud platform migration.
- At CRL I was able to bring about meaningful process change and add near real time value resulting in improved ecommerce revenue.

EXPERIENCE

Director, Product Delivery, 2/2022 - Present

Fiserv / Clover (B2B)

- I've dedicated the first three months to observing and analyzing the current internal and external landscapes. Gaining a more in depth understanding of strengths, weaknesses, opportunities and threats.
- I oversaw the design and deployment of a new recruiting product-feature for a national restaurant chain, resulting in a +15% WoW increase in job applications
- My first major client product design overhaul resulted in 3x & 6x increases in traffic and revenue respectively for the client, compared to its predecessor.
- I've leveraged existing relationships that I've built, to introduce applicable business opportunities with possible six-figure revenue impact.

REFERENCES

James Xu

*CTO at Guess?, Inc.
(former co-worker)*

David Kobolt

*Sr. Exec. Dir. at Guess?, Inc.
(former manager)*

Laura Nawrocki

*VP at Walt Disney
(former manager at Guess 2018
- 2019)*

Maurizio Del Duca

*CIO at Frame Denim
(former co-worker)*

Lana Klestoff

*VP at Lucidworks
(former client)*

Jennifer Lange

*Customer Success Partner at
JDA (Blue Yonder)
(former manager at Guess 2014
- 2015)*

Jenna Bielory

*Software QA & Technical Writer
at Lap Of Love Veterinary
Hospice
(former client)*

Senior E-Commerce Merchandise Manager, 5/2021 - 1/2022

C.R. Laurence (B2B)

- Joined in early stages of SIT 1 testing and tasked with auditing and improving UI/UX of previously designed SAP Hybris front-end, as part of Org level SAP S4 & C4 migration.
- 400+ Jira defects & tasks created, tracked and QA'd.
- Combined efforts have led to 40% increase in AOV and a 40 BPS improvement in Buy-to-detail % compared to legacy website.
- Created and implemented fiscal TY-LY day/week/month/quarter/year ecommerce performance KPI tracking suite.
- Executed sourcing of product photographer under budget, and managing 5k+ product reshoot.

Senior E-Commerce Manager of Operations, 2019 - 2021

Guess?, Inc. (B2C)

- Lead North America business and technical operations for guess.com / guessfactory.com / marciano.com & 3P - \$100M+ / 52M+ sessions FY20.
- Key player in North America Salesforce Commerce Cloud (SFRA) platform migration. Three domains successfully delivered on time between Jul '20 & Nov '20.
- Spearheaded an emergency 3PL setup and 120k unit inventory move to a different location to keep e-commerce shipping operational.
- Reduced annual ship-from-store freight expense by 6 figures through improvements in order allocation logic and shipping carrier change.
- Improved SFS/BOPIS store compliance rate to ~ 93% per month.
- Drove 32% demand increase in Buy Online Pickup In Store YoY '19/'20
- Implemented international shipping from Louisville, KY facility to 32 countries.
- Key player in implementing and running different marketplaces including Jet.com & Amazon MFP
- Launched pay-in-4 payment vendor in time for holiday '20 that drove on average a 15% higher AOV and averaged ~ 13% penetration across payment channels.

E-Commerce Operations Manager, 2015 - 2019

Guess?, Inc. (B2C)

- Became the *de facto* product manager for Guess' proprietary e-commerce platform. This platform serves amongst many others as the OMS, CMS, PIM, WMS, CS case management, transactional email platform & discount engine.
- Commissioned and managed 40+ product UI enhancements / process or logic changes / new feature developments, that all drove increased productivity and subsequent downstream bottom line profit improvement.
- Improved project tracking by implementing JIRA as a project tracking / ticketing system, and designed workflows & KANBAN boards based on the requirements I gathered from Guess' in-house creative teams.
- Oversaw the implementation of 15+ SaaS based e-commerce vendor products.
- Vendor sourcing and evaluation, contract & commercial terms negotiation and ongoing vendor relationship management became part of my responsibilities.
- Expanded expense management skill set by becoming responsible for department accrual and invoice management.
- Became authorized to sign for, and approve expenses on behalf of Guess.

Business Systems Analyst - Buying, planning & allocation 2014 - 2015

Guess?, Inc.

- Customized and evolved Guess' then recent implementation of a SaaS based, ERP related product assortment purchasing tool through direct partnership with local and offshore development teams.
- Interviewed planning directors, buyers and allocators as part of gathering business requirements and executing platform customization.
- Increased efficiency by automating data loading processes.
- Participated in upgrading JDA Allocation to version 5, and I was tasked with writing *need variables* used for determining product allocation to stores.

Pricing Analyst, 2012 - 2014

Guess?, Inc.

- Responsible for accurately executing Guess' weekly omni-channel promotional strategies, by extracting and manipulating SKU level pricing data from large data sets. Any error carried severe potential revenue impacts.