

Siva Ulimiri

Merchandise Planning | Buying | Supply Chain | Data Analytics

Incremental Revenue | Optimization | Fulfillment Excellence

Ex. Al-Futtaim Group | Home Centre | PAN Home | Alshaya Group

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Profile Summary

Supply Chain Management Expert with 24 years of experience in driving profitability through excellence in demand planning, buying, procurement, freight forwarding, shipping, warehousing, logistics, fleet distribution, and last-mile delivery (LMD). Proven track record as a catalyst for business analytics evolution, cost savings, and profitability enhancement. Adept at adopting industry best practices for contracts, customs clearance, warehouse management and maintaining high Net Promoter Scores (NPS). Strong leadership capabilities, with a strategic vision to translate business goals into actionable plans, ensuring team growth and business success.

Professional Expertise

- **Leadership:** Oversee the supply chain, buying and procurement segment wide providing a strategic direction and ensuring effective team collaboration
- **Strategy:** Develop and implement strategies aligned with organizational goals
- **Vendor Management:** Establish and maintain strong relationships with suppliers, negotiating contracts and terms to secure favorable agreements
- **Process Optimization:** Streamline buying & procurement processes, introducing efficiency measures to enhance overall supply chain performance
- **Budget Oversight:** Manage and optimize budgets for the supply chain activities, ensuring cost-effectiveness and adherence to the financial targets
- **AI & Analytics:** Deploy artificial intelligence and machine learning algorithms to automate the processes and optimize the entire supply chain value proposition
- **Compliance:** Ensuring compliance with relevant regulations, business and industry standards, fostering the culture of ethical and responsible practices
- **Innovation:** Explore and implement innovative technologies and practices to improve commercial buying, procurement and supply chain operations
- **Collaboration:** Team-up cross-functionally with all the stakeholders and align purchasing and supply chain activities with the business objectives
- **Risk Mitigation:** Identify and mitigate potential risks, implementing robust risk management strategies to ensure uninterrupted business operations
- **Performance Metrics:** Establish and monitor key performance indicators to evaluate and improve the effectiveness of the vertical
- **Continuous Improvement:** Drive enhancement initiatives, fostering a culture of learning and change adaptability within the functionality

Skills & Education

Executive Vision & Direction | Profit & Loss Ownership | Leadership & Team Building | Supply Chain Optimization | Procurement & Inventory Control | Assortment & Product Planning | Demand & Merchandise Planning | Buying & Category Management | Budgeting & Forecasting | Financial Planning & Analysis | ROI & Space Productivity | Franchise Business Management | Re-engineering Processes | Business Analytics, Reporting & MIS | Warehouse Space Optimization | Shipping & Logistics Cost Control | 3PL & LMD Management | Fleet & Resource Optimization |

Microsoft Office | SAP-MM, SCM, SD & WM | Oracle & ERP Applications | Power BI | Power Query | QlikView | Tableau

Master of Artificial Intelligence in Business, Exceed College, UCAM University, Spain, **Completion March 2025**

Bachelor of Science, Andhra University, Visakhapatnam, India, **1999**

PG Diploma in Computer Applications, CARE Education, A.P., India, **1998**

Training in Microsoft Excel Advanced, Execu Train, Dubai, UAE, **2003**

Arabic Language Certification, Kuwait University, Kuwait, **2009**

Band 8.0 IELTS score from the British Council Assessment valid till **Dec-2025**

Work Experience

Head of Planning, Supply Chain & Business Analytics

August 2022 – February 2024

ACE Hardware, Al Futtain Group, Dubai, UAE

Leading supply chain, logistics, and business analytics functions for ACE Hardware, a leading DIY and home improvement brand. Accountable for optimizing the end-to-end supply chain, from procurement to last-mile delivery, ensuring seamless operations across 0.5 million square feet of retail space, 25000 cubic meter 3PL warehouse and over 25,000 SKUs.

Key Responsibilities:

- **Supply Chain Optimization:** Spearheaded initiatives to streamline supply chain processes, reducing lead times, and enhancing product availability, thereby improving customer satisfaction and increasing sales.
- **Inventory Management:** Led efforts to optimize inventory levels, achieving a 40% reduction in excess stock while maintaining high in-stock levels for core products. Ensured the right product mix to meet fluctuating customer demands in the DIY sector.
- **Vendor & Supplier Relations:** Strengthened partnerships with key suppliers, negotiating favorable terms and ensuring timely deliveries to meet retail demand across all ACE Hardware stores in the region.
- **Team Leadership:** Managed a diverse team of supply chain professionals, fostering a culture of continuous improvement and accountability. Developed team capabilities to support the dynamic needs of the retail sector.
- **Logistics & Distribution:** Oversaw the logistics network, including warehousing and distribution, to ensure efficient last-mile delivery. Implemented cost-effective solutions that enhanced delivery accuracy and reduced operational costs.
- **Data-Driven Decision Making:** Leveraged business analytics to drive decision-making processes, utilizing data insights to optimize supply chain operations and improve financial performance.

Achievements:

- **Sales & Profit Growth:** Contributed to exceeding sales targets by optimizing the supply chain and reducing costs, which resulted in a significant increase in profitability.
- **Inventory Turnover:** Improved inventory turnover by 40%, ensuring fresher product assortments and reducing markdowns on obsolete stock.
- **Operational Efficiency:** Introduced new technologies and automated processes that enhanced supply chain efficiency, reduced manual workloads, and improved accuracy in demand forecasting.
- **Customer Satisfaction:** Ensured high Net Promoter Scores (NPS) through effective delivery & distribution management, which directly impacted customer satisfaction and loyalty in the highly competitive DIY market.

Head of Merchandise Planning

June 2019 – June 2022

PAN Emirates Home Furnishings, Dubai, UAE

Led the merchandise planning and supply chain functions for PAN Emirates, a prominent home furnishings retailer in the GCC region. Focused on optimizing the supply chain to support both brick-and-mortar and digital sales channels.

Key Responsibilities:

- **End-to-End Supply Chain Management:** Directed the entire supply chain process, from procurement to distribution, ensuring alignment with the company's strategic goals in the home furnishings sector.
- **Assortment Planning:** Developed and executed assortment strategies that catered to regional preferences, ensuring a well-balanced product mix that maximized sales and minimized excess inventory.
- **Budget Management:** Managed the Open-to-Buy (OTB) budget, ensuring that purchasing decisions aligned with sales forecasts and financial targets.
- **Cross-Functional Collaboration:** Worked closely with marketing, sales, and store operations teams to align supply chain activities with promotional campaigns and sales initiatives.

Achievements:

- **Revenue Growth:** Drove a **125% increase** in revenue by optimizing the supply chain, improving product availability, and enhancing the overall shopping experience.
- **Inventory Optimization:** Achieved a **30% reduction** in aged inventory through better demand forecasting and strategic stock management.
- **Digital Transformation:** Supported the growth of the digital channel by adapting supply chain processes to meet the demands of online customers, ensuring timely fulfilment and delivery.

Senior Merchandise Planning Manager
Home Centre, Landmark Group, Dubai, UAE

July 2017 – June 2019

Managed the merchandise planning and supply chain functions for Home Centre, focusing on optimizing inventory and improving the efficiency of supply chain operations across 70+ stores in the MENA region.

Key Responsibilities:

- **Inventory Management:** Reduced inventory holding **by 50%** while maintaining a 93% sales-to-budget ratio, ensuring high availability of key products.
- **Process Improvement:** Played a pivotal role in transforming the merchandise planning function, implementing new tools and processes that enhanced forecasting accuracy and reduced lead times.
- **Team Leadership:** Led a multicultural team, fostering collaboration and encouraging innovation in supply chain practices.

Achievements:

- **Operational Excellence:** Improved operational efficiency by streamlining supply chain processes, resulting in cost savings and faster time-to-market for new products.
- **Customer-Centric Supply Chain:** Ensured that supply chain strategies were closely aligned with customer needs, enhancing the brand's reputation for reliability and quality.

Brand Merchandising Manager
West Elm, M. H. Alshaya Co., Kuwait

November 2012 - June 2017

M. H. Alshaya Co., (www.alshaya.com) #1 retailer in Kuwait and one of the leading in the Middle East, is a leading franchise operator with 90+ world's most recognized brands. It brings great shopping, experiences to millions of customers across the Middle East & North Africa, Russia, Turkey & Europe with 4,500+ stores, 60,000+ employees and 15Mn square feet retail space.

Managed **West Elm** (www.westelm.com), a New York based modern home furnishings brand franchise merchandising portfolio with 7 stores and 0.25 million square feet retail space in the region.

Accomplishments:

- **400% topline growth in GCC from 2012 to 2017, 450% GP growth; rolled out 6 additional stores**
- Lead assortment planning, buying & category management, OTB & inventory management for 6,500+ SKUs
- Played a key role in new store ROCI planning, location selection, layout & planogram, non-stock, fixtures & visual prop arrangements, in-store communications, external marketing campaigns
- Drove team motivation, performance and morale to meet the revenue, profit & growth plans – team size 8

Demand Planning Manager

April 2009 - October 2012

ABYAT Megastore Company, Kuwait

ABYAT Megastore (www.abyat.com) – A well-known Building Materials & Home Furnishings private label concept in Kuwait & KSA with 4 megastores and 1.0Mn square feet retail space.

Authorized with decision making on the entire sourcing, buying & category structuring, demand & supply planning, OTB & inventory management for 7,500+ SKUs with the help of 6 team members.

Accomplishments:

- **300% Topline growth from 2009 to 2012 in just one Kuwait store and rolled out 3 more stores in KSA**
- Shouldered onus for product availability both options & cover, maintained SKU availability of 95% annual average
- Creating store layout from the scratch, defining the categories, product ranges, option width & buying depth
- Product pricing, promotion & markdown management to ensure both the profit & liquidation targets are achieved
- Product designing & development with strategic sourcing; ensuring regular newness flow to the market

Merchandise Planner, The Style Company, The Sultan Centre, Kuwait from April 2006 to March 2009
Business Process Associate, Jacky's Electronics, Dubai, UAE from December 2001 to February 2006

Personal Information

Languages: English, Arabic, Hindi, Tamil & Telugu | **Driving License:** UAE, Kuwait & India

Nationality: India | **Date of Birth:** 8th June 1977 | **Visa Status:** UAE Golden Residency

References available on request