

# LUCINDA BATCHELOR

BUYING & PRODUCT DEVELOPMENT SPECIALIST

## PROFILE

An innovative, enthusiastic & tenacious Product Developer who innovates across categories; to holistically streamline retail for customers.

I am a retail storyteller who translates commercial & retail concepts that add value to retail markets; providing a relatable point of view & risk manage for key stakeholders, often to great commercial success.

## SKILLS

- Adobe Suite
- Canva
- Retail Range Plan Development
- Public Speaking/Facilitating
- Selection & Consignment Buying
- Trend Forecasting
- Brand Specialist
- Consumer Product Licensing
- Project Management
- Retail Analysis
- Product Design
- Fashion Design

## PREVIOUS CLIENTS

- Deloitte
- The Prince's Trust
- Heaps + Stacks

## REFERENCES

Available Upon Request

## EXPERIENCE

**WARNER BROS. DISCOVERY** | 2022 - PRESENT

**GERMANY** | Product Designer

- Management critical path, aligning to key retail and opportunity dates.
- Identifying new supplier opportunities and driving creative direction and ensuring cross category alignment.
- Demonstrate exceptional awareness of competitors and external industry trends

**EMEA** | Product Development Associate

- Development Lead & Brand Assurance contact for Warner Bros. Discovery IP for EMEA retail partners.
- Creative Direction for Partners including seasonal toolkits, mood boards, design support & retail analysis.

**UK** | Co-Chair - BOLD - Business Resource Group

- Approve strategic initiatives and deliverables that support the DEI for employees.
- Ensure strategic alignment across all BRGs, identifying key goals & objectives, alongside overall business objectives.

**FREELANCE** | 2016 - PRESENT

**Methodical** | Buying & Productivity Consultant

- Helping key stakeholders with their product life cycles;
- Implementing concepts, guidelines & strategies for retail clients.

**MUST HAVE IDEAS** | 2021 - 2022

**Product Manager**

- Define the product roadmap, rollout & strategy.
- Develop & strategise core positioning, messaging & price point across categories.

**TRENDSTOP** | 2016

**AUS, North America UK** | Account Manager

- Maintain client relationships across Australia, North America & UK.
- Forecast & track trend developments for clients

**IMMEDIATE MEDIA** | 2013 -2015

**Covermount Buyer**

- Continual analysis of RSV Figures with the Buying Director, News Trade Manager & Publishing Director.
- Buyer/Developer across the youth portfolio; 60+ high volume orders annually.

**FORTNUM & MASON** | 2011 - 2013

**Assistant Buyer**

- Buyer for the Book Department, Assistant Buyer for Stationery, Christmas & Cookshop.
  - Book Dept experienced an uplift of 20% in the first 2 months of managing; bringing it into profit, through an update to the buying strategy.
- Product Developer with continuity suppliers for own brand development.