
Mariame Cisse

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15+ years' success in Supply Chain and Logistics Management in International Trade and Operations.

Highly experienced and customer focused Operations Director with solid experience in global supply chain and logistics management. Strong level of knowledge of end-to-end international supply chains involving e-commerce and wholesale/retail fulfilment and with considerable experience managing 3PL relationships and ensuring world class service levels. Demonstrated ability to expand projects into new markets from conception to completion. Dedicated team player with a collaborative leadership style fostering an all-inclusive and diverse rich culture. Multilingual proficiencies in French, English, Italian and Soninke. Looking to relocate for roles in West Africa.

Career Experience

MOO LTD (Online Print & Design Company)

HEAD OF SUPPLY CHAIN & LOGISTICS (September 2020 to Present)

Responsible for setting up the Supply Chain dpt by incorporating Inventory, Procurement, Cost Analysis and Warehousing functions together.

- ♦ Set the vision and ensure that all strategy is communicated effectively with the entire Manufacturing team
- ♦ Partner across the Design and Commercial teams to establish seamless processes and systems and collaborative relationships needed for effective product planning, procurement, replenishment, sell through across various categories and clusters
- ♦ Align with Design, Category Management, Commercial and Finance counterparts to define seasonal, annual, and multi-year strategies that identify future opportunities, trends and produce competitive advantage and superior results
- ♦ Provide input to the Finance team to support business forecasting and identify business risks and areas to leverage for optimal cost control and profitability
- ♦ Manage the forecasting of demand and supply for all products sold through all channels (managed services, B2B, e-comm, Amazon) to ensure attainment of revenue goals, optimization of in-stock and fulfilment rates, and customer satisfaction
- ♦ Measure key performance indicators to track and evaluate forecasts, to assist in assessing the effectiveness of the demand planning & forecasting function
- ♦ Set up Supply Chain Mitigation risk by implementing Dual Sourcing and Dual Material sourcing
- ♦ Develop, implement, and use tools and technology for managing and analysing the supply chain and fulfilment elements of the ecommerce business
- ♦ Lead and build a team to drive growth; mentor and develop junior talent to continue organizational evolution and elevation. Develop strong, unified leadership teams, promoting a culture of inclusivity, empowerment, growth, and accountability.
- ♦ Guide and motivate the entire planning organization to enhance performance and produce quality work, and to ensure that they are continuously developed for higher-level roles
- ♦ Own the S&OP process and ensure KPIs and OKRs are implemented and measured in partnership

Primo Group (Primo Toys Ltd & Pigzbe Ltd)- Educational coding/programing and Fintech company

HEAD OF SUPPLY CHAIN & SYSTEMS (October 2018 to September 2020)

Responsible for the end-to-end supply chain, which includes purchasing, logistics, 3rd party manufacturing

and supply planning. Responsible for e-commerce B2C

Supply Chain Management

- ♦ Hands-on management of end-to-end supply chain & logistics operations including demand planning, ordering, inventory management and international fulfilment of all orders across multiple sales channels, including eCommerce, wholesale, educational & retail
- ♦ Manage contract and service level agreements with all logistics, raw material, and manufacturers
- ♦ Optimize global supply chain performance through cost and scenario analysis and benchmarking
- ♦ Partner with internal stakeholders across commercial, marketing, and technical teams to identify and leverage opportunities and support NPD launches
- ♦ Lead the supply planning and sales order functions to ensure there is a robust supply and production planning and to optimise operational performance and to achieve service levels
- ♦ Develop and implement measures to reduce costs and improve service levels
- ♦ Own the S&OP process and ensure KPIs and OKRs are implemented and measured in partnership with the leadership team
- ♦ Identify key risk areas, guide and execute analysis, develop conclusions and present findings to cross functional leaders
- ♦ Prepare the business for Brexit through HMRC and Dutch Customs for European market
- ♦ Prepare the business for Trump's tax for US imports
- ♦ Saving of >\$275K (COGS and Freight/warehousing) in 9 months

Systems Management & B2C Manager

Primo Toys had been operating for over 5 years from a startup situation. All systems and processes were reviewed

- ♦ Conducting and managing 3x RFQ/ ITT (request for quotation/ invitation to tender) for 3PL, Freight agent and ERP system.
- ♦ Selection of 3PL in the UK and the Netherlands and Freight Agent in China with contacts in the UK and SAP Business One.
- ♦ Review and manage the operating system and processes ensuring streamline experience for colleagues, customers and partners with the right workflows and tools to make it happen.
- ♦ Improve connectivity of back-office processes connecting ordering, inventory management, sales, logistics, finance and fulfilment.
- ♦ Develop and implement scalable systems and processes to enhance operational efficiency and support business growth
- ♦ Project manager for Implementation of ERP system SAP B1 from tender to Go-Live launch
- ♦ In depth knowledge of e-commerce and in charge of e-commerce, platform, email campaign marketing and Sales

JK Imaging Europe Ltd (Global Licensee for Kodak Branded Digital Devices)

MARKETING AND LOGISTICS DIRECTOR- Supply Chain & Events (May 2013 to December 2018)

Manage the supply chain and logistics between China, Burma, USA, and Europe, and use social media to create brand awareness ensuring the execution of all materials in line with visual identity and guidelines of the brand. Organize and coordinate sponsored events including press conferences and exhibition shows in different European countries, internal conferences and attend trade fairs as well as client seminars.

- ♦ Establish a new European Headquarters and a local warehouse by setting up operations from scratch for Kodak branded digital devices.
- ♦ Reduce costs of manufacturing and logistics solutions operations and while building up long-term relationships across the supply chain and implement policies on distribution for Pan-European account management.

- ♦ Launch a new Brand through the building of the marketing department, acquiring high-performance talent and providing coaching, training, and inspirational leadership.
- ♦ Liaise with suppliers on production time, purchase orders and delivery from China and Burma, and arrangements for direct shipment to Tesco, Fnac, Carrefour, Argos, Auchan and Dixons and through 3d party warehouse.
- ♦ Conducting and managing 2x RFQ/ ITT for 3PL and ERP system.
- ♦ Ensure targets of the supply chain team are met by creating robust KPIs, and for the import and export team to respond to customers on Sea-Air-Road requirements for the business as part of increasing client service and satisfaction.
- ♦ Implement improvements in operational procedure, conducting reviews to drive efficiencies, increase productivity and improve the financial performance of the organisation.
- ♦ Prepare annual budgets and monthly performance reports and manage the third-party carriers on operational issues in collaboration with the Finance Director.
- ♦ Manage marketing strategy, plans and activities including brand awareness, press releases and exhibitions developing and coordinating production of marketing materials for the target audience and public relations activities and set up social media platforms with a following of more than 400K.
- ♦ Implementation of ERP system Hansa

Daylight Company Ltd, London

OPERATIONS MANAGER – Supply Chain/Order Management/Production/Forecasting (October 2008 to May 2013)

Managed material logistics, operational flow efficiency, coordination of deliveries, processing of sales orders and carriers, leading the supply unit with a team of six in UK, USA, and China.

- ♦ Generated monthly logistic reports for tracking and forecasting of stock levels and ensured achievement of KPIs including quality levels, order accuracy and on-time delivery.
- ♦ Collaborated with the Managing Director and Finance Director to provide and track forecasts for international and UK business.
- ♦ Reviewed processes and kept updated on freight rates and factors affecting the business by organising and attending meetings with the Shipping Services.
- ♦ Managed the customer service team and provided technical advice to consumers ensuring the sales team were aware of customer service issues, role modelling resolution techniques.
- ♦ Ensured prompt resolution of processing claims and business returns, connected the delivery team with clients for customer satisfaction, reduced costs and liaised with credit controls for the sales team.

Additional Experience

Operations Manager at Summer Infant Europe

Purchasing & Logistics Manager at Best Direct International Ltd

Education & Credentials

Business and Technology Diploma - BTS equivalent to HNC in International Trade and Business Studies

Master in Logistics and Supply Chain Management, International Trade Business

Multilingual English, French Fluent, **Italian** High Standards, **Spanish** High Standards