



MICHAEL ANDERSON

Product Development Manager

Strategic Leather Carving Artisan with a robust background in commercial leather goods manufacturing, specializing in the development of high-quality leather products for the fashion industry. Demonstrated expertise in product development, market analysis, and consumer behavior, leading to the successful launch of multiple product lines. Strong understanding of the supply chain process, ensuring timely delivery of materials and finished goods.

CONTACT

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EDUCATION

Bachelor of Business Administration in Fashion Merchandising

University of Fashion Design
2016-2020

SKILLS

- Product development
- Market analysis
- Supply chain management
- Team leadership
- Quality assurance
- Direct sales

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Product Development Manager

2020-2023

Fashion Leather Corp.

- Led the development of new leather product lines, aligning with market demands.
- Conducted thorough market research to identify consumer trends.
- Collaborated with designers to create innovative product concepts.
- Managed supplier relationships to ensure material quality and availability.
- Oversaw production schedules to meet launch deadlines.
- Implemented quality control processes to maintain high standards.

Leather Craftsman

2019-2020

Premium Leather Goods

- Produced a range of leather products, focusing on quality and craftsmanship.
- Worked closely with the marketing team to develop promotional strategies.
- Engaged in direct sales efforts, enhancing customer relationships.
- Conducted product demonstrations to educate consumers on quality.
- Maintained meticulous production records for inventory management.
- Participated in trade shows to showcase product offerings.

ACHIEVEMENTS

- Successfully launched three new product lines within one year, exceeding sales targets.
- Achieved a 90% approval rating from focus groups on new designs.
- Recognized for innovative marketing strategies that increased brand awareness.