REINOUD BRAAT

S&OP, IBP & SUPPLY CHAIN LEADERSHIP
INTERIM & CONSULTING

CONTACT

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Amsterdam (open to work in EU/UK)

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CORE EXPERTISE

- S&OP, IBP & E2E PLANNING
- DEMAND & SUPPLY PLANNING
- MERCHANDISE & ASSORTMENT PLANNING
- BUYING & PROCUREMENT
- STRATEGIC SOURCING & SUPPLIER MANAGEMENT
- SUPPLY CHAIN TRANSFORMATION

KEY ACHIEVEMENTS

- SCALE; E2E planning across 55M+ units annually at Calvin Klein
- Performance; +15 ppt forecast accuracy, 98% OTIF and -5 ppt inventory at PVH
- GROWTH: Supported PVH revenue growth from €300M to €2.3B
- TRANSFORMATION: ERP & Blue Yonder implementations and AI forecasting

EDUCATION

AMSTERDAM FASHION INSTITUTE | 1992–1995
- Bachelors in Fashion Business Management & Technology

OXFORD COLLEGE OF MANAGEMENT | 2021
- Leadership Excellence Program

ECORNELL | 2023 – 2024
- Leadership strategy series

LEAN & SIX SIGMA COMPETENCY | 2025
- White belt

LANGUAGES

- English (professional - C1)
- Dutch (native - C2)
- German (intermediate - B1)

PROFILE

Business and supply chain leader with 25+ years of international experience across fashion, retail and consumer goods.
Specialized in S&OP, IBP, merchandise planning, buying and strategic sourcing, combining commercial insight with hands-on leadership to improve inventory, working capital and supply chain performance.

EXPERIENCE

FOUNDER CONSULTING/INTERIM SERVICES
PROJECTS BY BRAINS | 2025 – present
Consulting & Interim Executive for Supply Chain, E2E Planning and Procurement in Fashion & Consumer Goods, Retail, E-com and B2B.

- **INTERIM GENERAL MANAGER/COO** | OLAF | 2025-present

Working with the founder to strengthen business operations, governance and performance, with a focus on merchandise planning, inventory, commercial processes and organizational effectiveness.

- **CONSULTANT** | D-Strezzed | 2025

Setting process and reporting foundation for Merchandise & Supply Chain operations.

RESPONSIBLE FOR PLANNING, BUYING & MERCHANDISE OPS
CALVIN KLEIN / NIKE UNDERWEAR EMEA/APAC | 2013-2025
Managed E2E planning, S&OP and supply chain operations across EMEA/APAC, overseeing demand and supply planning, forecasting, inventory management and product flow. Responsible for aligning commercial and operational planning across international markets.

SENIOR MANAGER S&OP
CROCS EMEA | 2012 – 2013
Led EMEA S&OP, demand forecasting and inventory optimization. Redesigned the monthly S&OP framework.

MERCHANDISE MANAGER DTC
ETAM GROUP | 2010 – 2012
Responsible for retail merchandise planning, OTB/WSSI, assortment and inventory planning across 240+ stores. Business owner for the JDA planning system implementation.

MANAGER BUYING RETAIL/E-COM
COOLCAT | 2008 – 2010
Led buying and merchandise planning across retail and e-commerce, covering OTB/WSSI, NOS, assortment planning and inventory.

MANAGER STRATEGIC PLANNING
MEXX | 2007 - 2008

DIRECTOR MERCHANDISE, PLANNING, BUYING & OPS
TOMMY HILFIGER DENIM EMEA | 2000 – 2007
Led EMEA planning, buying and operations& merchandise EMEA, connecting commercial plans with inventory and product flow.

PRODUCT MANAGER
PUMA BENELUX | 1997 - 2000