

# Soundar Koneti

Director Global Operations, DTC at Nike

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## Summary

Seasoned leader with successful record at start ups ventures as well as large corporations. Strengths include advanced analytics, software product management, optimization and innovation in pricing, assortment, merchandising, supply chain and inventory management.

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## Experience

### **Director Global Operations, DTC at Nike**

October 2013 - Present (2 years 3 months)

### **Sr.Director Business Strategy, Business Development and Testing at Gap Inc.**

June 2011 - October 2013 (2 years 5 months)

- "Wisdom of the crowds" product-picking program for Gap merchants - Competitive analysis and rollout of new concepts and products across Gap fleet of stores to deliver differentiated customer experience - Gap brand test and learn program - "Brick and click" initiative to leverage store inventory to meet unfulfilled online demand at higher margins

### **Sr.Director Inventory Strategy, Store Planning and Logistics at Gap Inc.**

August 2010 - May 2011 (10 months)

- In-season tools and methodologies for Inventory Management - Pre-season product ranking process for Merchants - DC-to-store exposure period reduction with Sunday Allocation - Yield management scorecard to manage price promotions and reduce discounting - Rollout of localized price promotion optimization solution at Gap specialty

### **Sr.Director Operating Strategy at Gap Inc.**

January 2007 - August 2010 (3 years 8 months)

- Solutions for out-of-stock issues, i.e. stranded inventory, under investment in inventory and impact of supply chain productivity initiatives. - Localized promotion optimization solution of Gap Inc Outlet division
- Competitive assortment and price comparison solution for merchants - Gap Inc yield management reporting
- Ticket price testing and optimization strategies - Analytical support for rollout of markdown optimization solution across Gap Inc

### **Director, Operating Strategy at Gap Inc.**

August 2005 - January 2007 (1 year 6 months)

- Collaboration with corporate IT and Gap Inc Inventory Management to develop and rollout Size clustering, PO sizing and packing and size profiling solutions - Advanced Analytics to measure benefits of size localization

### **Senior Product Manager at MAPICS**

July 2001 - June 2004 (3 years)

- Marketing for Sarbanes-Oxley packaged solution initiative - Product lifecycle for MAPICS SCM and Advanced Planner products - Roadmap and market launch of workflow automation and BPM products  
- Requirements management Advanced Planning product suite - Managed the product development, integration to ERP and release process through support and distribution teams - Sales training across Asia and Europe - Trained business partners for SCM implementation in Japan - Pre-sales support - Advanced Planner implementations in Mexico and Thailand

### **Development Manager at MAPICS**

October 1999 - June 2001 (1 year 9 months)

- Grew and motivated development team from 4 to 16 - Product Development processes - Managed rollout of version 6.0 of SCM product - Customer Service Workbench and Supplier Collaboration products

### **Project Manager/Application Consultant at Thru-Put Technologies**

1996 - 1999 (3 years)

- All aspects of client engagement - technical consulting, project management and change management for multiple customers including Meritor Automotive and Ashley Furniture.

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## Skills & Expertise

**Business Strategy**

**Strategic Partnerships**

**Pricing**

**Advanced Analytics**

**Business Development**

**Test and Learn**

**Optimization**

**Inventory Management**

**Supply Chain Management**

**Assortment Merchandising**

**Statistical Analysis**

**Discrete Event Simulation**

**Entrepreneurial Experience**

**Product Development**

**Product Management**

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## Education

**Old Dominion University**

PhD, Engineering Management, 1992 - 1996

**University of Missouri-Columbia**

M.S., Industrial Engineering, 1989 - 1991

**Indian Institute of Technology, Madras**

B. Tech, Mechanical Engineering, 1985 - 1989

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[Contact Soundar on LinkedIn](#)