

Danika James-Brayboy

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A proven “Architect of How” with 18+ impactful years of merchandising, planning, category, and product management experience at industry leading brands. Known for thoughtfully blending art and analytics to influence, create and execute strategies solving evolving consumer needs during the end-to-end shopping journey. A change-driven leader, passionate about team, culture, and connecting brand purpose to the communities we serve.

SYSTEMS SKILLS: o9, Just Enough, S4/SAP, JDA/Blue Yonder EP/Allocation, MicroStrategy, Power BI, Tableau, Mi9, BlueCherry, Microsoft Office 365, Visio, Cognos, Epicor/Aptos, Shopify, S5 Stratos, 7th Online, Google Analytics, Miro Board, Workday

CORE EXPERIENCES & IMPACT:

Omni Demand Planning, Merchandising & Business Product Management Experience

- Partnered with design, marketing, and regional leaders to drive customer growth and engagement through targeted product, pricing and promotional strategies aligned to consumer behavior achieving \$1B+ in sales for luxury founder-led brand while scaling to global retail and digital channels
- Drove door expansion while safeguarding brand DNA and founder vision, ensuring each new environment (70+ new doors) reflected elevated product storytelling, service standards, and emotional connection to community through disciplined assortment planning, inventory flow optimization, and cross-functional launch execution — driving healthy productivity, margin, and sell-through from day one
- Improved omni-channel efficiency and elevated luxury omni experience by aligning merchandising, allocation, and fulfillment practices - resulting in better inventory balance, 175 bp improvement in customer engagement, 10% reduction in stockouts, 30% profit increase, and more intentional product lifecycle planning consistent with sustainable brand values.
- Increased SKU productivity by 30% through the implementation of demand-led, localized merchandising frameworks grounded in consumer behavior, trend, and emotional motivations to fuel category growth and drive overall bottom-line margin by 120 bps and reduce off-site storage costs by 40%
- Built/Scaled centralized Omni Demand Planning/Merchandising Organization and introduced and developed Seasonal Buy Process, Delivery Hindsighting, In Season Management Best Practices, Open-To Buy (OTB) monthly review process, Allocation, and Category Management/Assortment tools/processes
- Optimized \$300M global replenishment program and company product lifecycle strategy, driving full-price sell-through, synchronized promotions, and margin expansion across Retail and Wholesale channels while maximizing global inventory efficiency against WOS targets
- Managed \$6B+ NA Digital P&L, driving category strategy and white-space opportunity identification to improve conversion, accelerate full-price sales CAGR, and expand margin across Footwear, Apparel, and Accessories—delivering record-breaking 2024 Holiday performance in key KPI's
- Drove 15% workload reduction for \$20B+ organization by deploying 10+ tools and capabilities that solved for process gaps & challenges within the Demand/Supply organization leading to YOY Full Price sales increases of 8+%, inventory turn improvement, expense decreases, and employee efficiency

Culture, Leadership & Transformation Management Experience

- Cultivated and coached dynamic high-performing teams and 400+ Managers, Merchandisers, and Planners, through organization re-alignments, tool implementations, and overall change transformation, aiding in career exploration, upskilling, and upward mobility throughout the organization
- Headed Change team that established On-Boarding Processes, Global Training documentation and Transformation management support for newly deployed Planning systems by facilitating access to training/upskill programs that enabled 98% stakeholder tool adoption for 300+ users
- Transformed company culture around belonging as an Inclusivity Sponsor/Mentor, leading to 500 bp YOY improvement on annual Employee Engagement Survey Results around inclusivity and belonging in the workplace. Developed strategic mission to “Make Inclusivity a Daily Habit” and recruited dedicated team to execute development of resources and programming supporting education and courageous conversations
- Strengthened employee retention and engagement 4x by establishing infrastructure and programming around career, sponsorship, culture, and wellness to support the building of a community to elevate and empower BIPOC Women both internal and external to the organization
- Consulted Pop-Up shop owner and helped execute 20+ events serving the Extended Size Community. Conceptualized and executed 3 annual fashion shows at Nike headquarters, and 100+ events and pop-ups for both Nike employees and the external community we serve.

PROFESSIONAL EXPERIENCE:

Habitat for Humanity Portland Region , Head of Workplace Experience	Jul 26 – Present Portland, OR
Nike, Inc , Sr. Director, Digital Merchandise Planning (nike.com)	Apr 24 – Nov 25 Portland, OR
Nike, Inc , Sr. Director, Business Product Management	Mar 21 – Apr 24 Portland, OR
LepCam Enterprise , Chief Retail, Fashion, & Licensed Styling Consultant	Apr 18 – Present Portland, OR
Eileen Fisher, Inc , Head of Global DTC Merchandise Planning & Allocation	Jun 18 – Jun 21 New York NY
Tory Burch, LLC , Sr. Director, Global Inventory Management & Control	Dec 15 – Jun 18 New York, NY
Tory Burch, LLC , Director Merchandise Planning (Digital/NA & EU Stores)	May 11 – Dec 15 New York, NY
Macys Inc. , Pricing Manager, Junior Classifications & Denim	Jul 10 – May 11 New York, NY
Saks Global , Associate Merchandise Planner, Denim & Separates	Feb 08 – Jul 10 New York, NY
Saks Global , Executive Excellence Trainee	July 07 - Feb 08 New York, NY

PURPOSE & COMMUNITY Volunteer Leadership:

Co-Chair, Women of BEN (Nike/4 years) • Leadership Coach (Braven/Current) • Board Member (T3 Mentoring, BBPU, Friends of Tryon Creek/Current)

EDUCATION/CERTIFICATIONS:

Certifications: 50hr Yoga Sculpt CorePower Yoga, **Personal Image Consultant**, ByFerial/AICI, **Executive Coaching & Consulting**, Concordia University/Townsend Institute
B.B.A. International Business, w/Mktg. Concentration, Howard University, Washington, DC
Fashion Merchandising Management, Fashion Institute of Technology, New York, NY
Digital/Omni-Channel Management, Fashion Institute of Technology, New York, NY
Product Strategy Certification, Northwestern Kellogg, Chicago, IL