

RACHEL L. ERICKSON

PROJECT & PRODUCT MANAGEMENT

PMP Certified: February 2020. Credential ID: 2749514

SUMMARY

Senior Project and Product Manager with 15 years of professional experience solving complex process, timeline and delivery challenges in the Apparel Industry. Vast expertise leading teams across various levels of the industry, providing empathy, influence and personal insight to achieve organizational goals. Detail-oriented and extremely organized, with ability to be adaptable in difficult and unexpected situations. Excellent communicator with a high comfort level presenting to stakeholders of any level.

SKILLS

Advanced knowledge in PLM Systems, Adobe Illustrator and Microsoft Programs; Project Management strengths in creating budgets, timelines and new processes for complex teams and businesses; strong leadership and management experience.



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Senior Project & Product Manager

July 2016 – Present

Specialized Bicycle Components

As Technical Design Manager, revised and built out a new prototyping lab and defined new standards for customer satisfaction in product quality. Throughout the nine months in this role, I managed a small team focused on implementing process improvements to influence positive outcomes of development work for partner teams. These focused efforts provided timely patterns and prototypes to the design department, allowed for faster iterations, increased fitting opportunities, and product improvements before involving over-seas partners. This saved Specialized critical time by eliminating 60-90 days per design season and approximately \$200 per prototype or \$10,000 per season by keeping the early iteration process in-house and brought our product closer to market trend.

Expertise in Development quickly shifted my responsibilities to lead and fully manage this once-failing department. My tenure as Development Manager resulted in the implementation of a new software system for proper data maintenance, a fully revised timeline and process strategy, and improved quality in product. Success in this role opened the opportunity to take on Product and Project Management for the team, where I applied my varied experience to achieve meeting annual revenue goals for the first time in a decade. Working along-side our supply chain lead, I revised our forecasting process to achieve timely and clear business projections throughout the seasons. This work was implemented to all global market leaders for Apparel and expanded to other categories, such as Helmets and Shoes. These early forecasts also allowed our Production Team to reduce liabilities at our factories, saving Specialized approximately \$600,000 per year in excess and obsolete fabrics and trims.

Within the fast-paced, competitive environment at Specialized, setting up new processes and timelines is complex and multi-faceted. Working with and across multiple departments to achieve business goals requires the ability to multi-task, communicate clearly, and remediate issues quickly. With the ability to work seamlessly across many teams while also being independently motivated and self-sufficient, goals have been met and exceeded during my tenure as Project Manager. Specialized Apparel is exceeding revenue goals and plans to double the business year over year as a direct result of revenue planning, process implementation, and initiatives led by me. Traditionally a \$20M-\$24M annual business, the line plan and product strategy I have implemented since starting this role is projected to exceed \$60M in 2022.

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PROJECT & PRODUCT MANAGEMENT

EDUCATION

University of Cincinnati

Cincinnati, Ohio

Bachelor of Science
in Fashion Design

Magna Cum Laude

May 2007

Stanford Continuing Studies

Los Altos, California
Remote Learning

Project Management Education
Hours for Certification

OUTSIDE WORK

Living in California, I enjoy as much time as possible outside on my bicycle, in my garden or reading on the beach. I have developed a passion for cooking and baking over the past several years, and I love to write. One of my proudest accomplishments is finishing my first Half IronMan race 9 minutes under my goal time.

Product Developer II

July 2014 – July 2016

Pearl Izumi

Advanced Product Developer for road and mountain cycling jerseys and all run tops. Led and mentored other team members on the Development of running shorts and mountain bike shorts. Developed a new fit protocol, workload prioritization, and improved project timelines, to meet seasonal and annual deliverables.

Supported the development of new standards and techniques for the company's apparel fitting protocol. Managed all budget and revenue needs across my design portfolio, working toward set margin goals and negotiating in detail with each factory. As a member of a new software implementation team for the Development processes, I led the move of all data from Yunique PLM to Centric PLM systems. The enhanced processes put in place during my tenure at Pearl Izumi are still used today, and have enabled revenue growth, speed to market, and increased the ability to innovate on new product lines.

Technical Designer / Product Developer

July 2012 - July 2014

Miller, International Inc.

Technical designer and product developer for Cruel and Southern Thread western-wear brands. Negotiated costs for all managed products, and worked with managers to determine business sourcing strategies. Trained new product coordinators and technical design assistants as the team grew. Built trust and fostered relationships with new team members, supplier representatives and leadership executives to ensure consistent results in meeting margin goals and due dates. Provided cross-functional expertise throughout the company as needed, to maximize our ability to meet tight deliverable timeframes.

Technical Designer

June 2010 – July 2012

Fossil, Inc.

Apparel Technical Designer, responsible for managing the workload and daily priorities for both Men's and Women's product lines. Worked with new freelance designers and interns, training them in their roles assisting the technical team, delegating work among a small, rotating team to continue to meet deadlines for each season.

Previously: Abercrombie & Fitch, Disney Cruise Lines & Briefly Stated, Inc.