

# JOANNA SJÖBERG



## Contact

Hennings gata 7, Stockholm

+46 76 771 1466

joanna.sjoberg@jojis-  
collective.com

## Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/joanna-sj%C3%B6berg-6a17a94a/>
- <https://www.jojis-collective.com/#business>

## Education

St Görans Gymnasium

Stockholm

Associates degree :

Nursing

## Accomplishments

- Spearheaded global category management and assortment planning, driving a **7% increase in gross margins** and reducing overstock by **30%**.

## Summary

**Experienced leader with extensive expertise in managing global and local needs within large organizations.** Successfully centralized processes to enhance brand recognition, improve efficiency, and maintain budget control, consistently delivering strong ROI.

Proven ability to connect people, processes, strategies, and systems through end-to-end solutions that drive change and enable long-term success.

Passionate about change management, with a track record of building high-performing teams and improving cross-functional efficiency using clear RACI models.

My multifaceted experience spans assortment planning, buying, merchandising, and pricing strategy, consistently achieving significant improvements in operational efficiency. As a resourceful leader with a clear vision and strategic direction, I combine creativity, analytical skills, and a systematic approach to deliver impactful results. Deep understanding of fashion and electronic sales.

## Experience

### Founder & Principal Consultant<sup>1</sup><sub>SEP</sub>

Jojis Collective | Stockholm, Sweden | Current

- Launched a consultancy specializing in retail and e-commerce optimization, focusing on KPI-driven strategies and customer satisfaction.
- Lead client engagements with a focus on delivering tailored solutions that drive efficiency, streamline operations, and promote sustainable growth. Optimize retail assortment and sales, achieving measurable improvements in stock turn and sales conversion rates.

### SR Director, Global Planning and Merchandising

GANT AB | Stockholm, Sweden | Jan 2019 - June 2024

- Global Operational Management Group member, reporting to EVP of Sales

- Optimized inventory management across 70+ markets, aligning stock levels with consumer demand and achieving a **20% cost reduction** in vendor negotiations.
- Integrated digital tools (PLM, ERP, Anaplan) to enable data-driven decision-making, improving forecast accuracy and demand planning by **15%**.
- Championed a consumer-focused strategy, aligning assortments with market trends to grow customer satisfaction scores by **10%**.
- Implemented and aligned Global price lists with continued market with an uplift in revenue and brand positioning

---

## **Skills**

- Performance Leadership
- Organizational Structures
- RACI Model & Processes
- Operational Processes
- Systems Integrations
- Buying & Merchandising
- Go-To-Market Roadmaps
- Statistical analysis
- Entrepreneurial mindset
- Innovative thought leadership

- Responsible for 45 team members, incl 5 team leads
- Top 93% leadership scores
- Established and owned new end-to-end processes cross-functionally with finance, logistics, marketing, regional teams, sales channels, sourcing and product development
- Implemented Global Inventory & Stock Management (new to GANT) and improved Global Buying & Merchandising, resulting in fully passing an internal audit the first year
- Implemented Global collection/assortment planning to achieve a premium offering with local adaptations, creating a unified and relevant brand image globally
- Implemented a global price strategy, price list and a segmented offer for all sales channels, increasing commonality by 50% and decreasing tail by 14%, working with the changing climate
- Decreased overstock 30% in first year, maintained pre-COVID FOB and margins during crisis
- Improved Store Planning & Allocations, resulting in +15% avg sales/sqm increase
- Developed a clear vision for a new department, building up 6 new functions with global/local teams in 7 countries (+advisor to China)
- Implemented RACI and clear end to end processes, increasing efficiency by 10%
- Owned the overall budget, with yearly landing costs of +€300M
- Business + Process owner: OMS (U2), PLM (Centric), PIM (Pimcore > Pimcore X)
- Led team by example to align objectives with overall organizational strategy.

## **Global Director of Go to Market**

GANT AB | Stockholm | Jan 2016

- Lunched a Go-to-market strategy and aligned processes for marketing and buying and increased brand awareness globally.
- Designed marketing strategy to effectively identify and convert leads.
- Managed client relationships to boost retention and maximise revenue including subsidiaries and partner markets.
- Managed daily operations by overseeing financials, Key Performance Indicators (KPIs) and marketing funnel performance.
- Launched new tools to track and monitor competitor movement and a unified pricelist with increased revenue as result.

- Creative problem solving
- Supply chain management
- Visionary leadership
- Product design
- Strategic decision-making

- Identified and followed up on key business development opportunities to grow and expand revenues.

### **Director of Concept to consumer**

GANT Sweden AB | Stockholm | Jan 2014 - Jan 2016

- Reported to MD GANT Nordics, Part of management team.
- Collaborated with board to set strategic direction and implement long-term business plans.
- Direct reports, including buying , merchandising and wholesale partner customer service functions, Also including Marketing and visual merchandising functions.
- Led team by example to align objectives with overall organizational strategy.

### **Head of Retail Buying & Merchandising**

Filippa K AB | Stockholm | Jan 2011 - Jan 2014

- Centralized Buying, Merchandising and Retail Planning from 7 markets to a fully responsible central unit, implementing a digital allocation/replenishment system
- Lead all Direct to Consumer assortment planning, budgeting and purchasing
- Built a unified Global offering, with local adaptations to meet market needs, brand strategy, design ideas
- Company hit a peak all time high turnover

---

### ***Languages***

Swedish:

English: