



MICHAELA SURTEES

*I am creative, analytical and ambitious.
I enjoy product development and being involved in every aspect of the supply chain.*

CATEGORY MANAGER / PRODUCT DEVELOPER

PERSONAL PROFILE

Gender: Female
Date of birth: 26-06-1992
Age: 29
ID number: 9206260064088
Nationality: Dual South African / British
Language: English
Driver's License: Code B
State of health: Excellent

CONTACT DETAILS

+27(0)82 600 0937
msurtees92@gmail.com
85 Hobart St, Bryanston, JHB
(Relocating to **Cape Town**)

SKILL SETS

Industry Knowledge

Brand management
Sales & marketing
Competitor research & gap analysis
Sourcing
Product design & development
Range reviews & road maps
Strategic pricing
Planning & stock management
Coordinating photoshoots

Interpersonal Skills

Supplier relationship management
(incl. Chinese suppliers)
Working in cross functional teams
Critical thinking
Problem-solving
Presentations

Technologies

Proficient in Microsoft Excel
PowerPoint, Word & Outlook
Sage Inventory Management
Netstock Inventory Management
Plytix Product Information Management

PROFESSIONAL PROFILE

Currently a Category Manager at Home of Living Brands. Through this position I manage a product portfolio of home appliances. My responsibilities include identifying market trends and competitors, sourcing and maintaining supplier relationships, developing new products, managing stock levels, presenting road maps and range reviews, and ultimately ensuring a return on investment. I work closely with a planner, graphic designer, sales team, and other integral functions of the company.

WORK EXPERIENCE

August 2019 – *Current*
Category Manager
Home of Living Brands

March 2017 – July 2019
Product Developer
Netflorist

References can be provided upon request

Examples of Key Contributions

Designed and launched a locally produced Pineware kettle with the aim of increasing production capacity at our factory. With this introduction of a new manufacturing tool, kettle production has increased by ~ 50%. I work closely with the factory manager and sales team to ensure that both the production capacity is being optimized, and the retailers' demand is being met.

Revamped the Russell Hobbs kettle and toaster categories that I am responsible for. This entailed launching of innovative and high-end designs, with the aim of boosting the Russell Hobbs brand. Some of the designs I launched included the Russell Hobbs Silicone Kettle and Toaster and the Russell Hobbs Ombre Kettle and Toaster in @Home and YuppieChef. I also launched the Russell Hobbs African Kettle and Toaster set for Heritage Day in Makro.

INTERNSHIPS

January – February 2016
Retail Sales Assistant
Harbour Bay Resortwear

December 2014 -January 2015
Merchandising Internship
Nicci Boutiques

November – December 2015
Marketing Internship
Second Skins

January –April 2014
Marketing Internship
Sissy Boy Jeans

March – May 2015
Retail Sales Assistant & Stylist
BlueCollarWhiteCollar

TERTIARY EDUCATION

University of Pretoria
2016 BComHons
Marketing Management
2015 BConsumer Science
Clothing Retail Management

SECONDARY EDUCATION

Diocesan School for Girls (DSG)
2010 Matriculation Pass:
B Aggregate