



Kati Lukaschek

Strategic Market & Product Lead

Contact

+41 76 462 76 27

kati.lukaschek@protonmail.com

Schlossweg 14, 6010 Kriens

About Me

Strategic Market & Product Leader with over 10 years of experience in the apparel and outdoor industry. Combining deep product creation expertise with a strong commercial mindset, I define global channel strategies and assortments based on data, consumer insights and commercial performance. Proven ability to turn market trends and sell-in results into focused product pushes and exclusives that drive growth and strengthen premium brand positioning.

Skills

- Global Range & Assortment Strategy
- Channel & Tiering Management
- Product Creation & GTM Alignment
- Merchandising & Commercial Planning
- Sell-in / Sell-out Analytics
- Cross-Functional Leadership
- Margin & Forecast Control

Work Experience

MAMMUT SPORTS GROUP AG • CH

Lead Agile Product Creation

06/2023 – 09/2025

Achievements

- Launched Fast Track collections, translating sell-in insights into agile range updates that boosted revenue and speed time-to-market.
- Led the *Extra Ordinary Jacket* collaboration reinforcing brand visibility and innovation leadership.
- Oversaw Loop Insulation innovation — ISPO Award 2023.

Key Focus

- Drive global assortment planning across Corporate, SMU, DTC & Collab projects, ensuring commercial and brand alignment.
- Align product, marketing & VM for GTM execution, and support the Business Unit Head in SMU & Corporate strategy alignment.

Global Talent Development Program

04/2022 – 09/2022

- Program designed to prepare future leaders for key roles through leadership coaching and to develop a robust global network and influence through strategic relationship-building initiatives.

Senior Product Manager Apparel

01/2021 – 05/2023

- Led the Mountain Professional Collection, managing a \$7M project from concept to delivery, aligned with market and customer needs.
- Delivered cross-functional leadership, ensuring OTIF execution.
- Steered assortment planning and range architecture in line with strategic priorities and margin targets.

Product & Project Manager Apparel

02/2020 – 12/2021

- Served as key interface for Corporate and SMU projects within the BUA, ensuring commercial and brand alignment across markets.
- Contributed to international key account submissions by defining tailored assortments and advising on product range design.
- Collaborate with Sales, Product & Marketing to translate customer requirements into commercially viable assortments.
- Ensure delivery of customized collections for key partners.

ALDI SUISSE AG • CH

Senior Professional Purchasing

11/2018 – 01/2020

- Improved sell-out performance and customer satisfaction by aligning product availability with market demand.
- Manage sales forecasting, order management and stock control to optimize sell-through, sell-out and on-time delivery.

SPORT OPTIONS AG • CH

Product Manager Apparel

05/2015 – 03/2018

- Head of Production for Manor NRG Active & Yoga, Beach Mountain
- Oversaw EU and Asia production ensuring smooth SCM processes and reduced lead times by 50 % through process optimization.

Sales Administration & Management

11/2014 – 05/2015

- Key Account & Order Management with merchandising alignment across B2B and B2C channels. Ensured 100 % OTIF delivery, driving sell-out and customer success.

QUICKSILVER EUROPE • DE

Key Account Assistant & Master Thesis

05/2013 – 09/2014

- Supported sales meetings with key accounts (ZALANDO, Sport Scheck AG, Intersport AG) through collection presentations and order management to ensure seamless wholesale execution.



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Websites

- Website: www.katilu.ch
- LinkedIn: Kati Lukaschek

Languages

- German (native) ★★★★★
- English (fluent) ★★★★★
- Spanish (basic) ★★

Tools

- Microsoft 365
- Google Workspace
- Power BI
- ERP & PLM Systems (BIZ, MIA, DST)
- Canva, Figma, Prezi
- Notion, Asana, Jira, Zapier, n8n

Education



- **UNIVERSITY OF ST.GALLEN(HSG)**
Leadership Program 06/2023 – 09/2023
 - Leadership Development and Corporate Development for young Professionals
- **UNIVERSITY OF APPLIED SCIENCES, MITTWEIDA**
M.Sc. – Industrial Management 01/2011 – 01/2014
 - Project- /Process- /Qualitymanagement, Controlling, Finance
- **UNIVERSITY OF THE WEST OF SCOTLAND**
Study abroad – Broadcast Production 09/2009 – 02/2010
 - TV Production, Rights and Creative Industries
- **UNIVERSITY OF APPLIED SCIENCES, MITTWEIDA**
B.A. – Media Management 09/2007 – 02/2012
 - Media Economics, Online Marketing, Rights

Additional Experience



- **BUSINESS RELATED TRAVELS & TRADE SHOWS**
 - Production: China, Hong Kong, Taiwan, Turkey
 - Customer: USA, Canada, CH
 - Trade Shows: Germany, Norway
 - Sales Meeting: France
- **CERTIFICATIONS & FURTHER EDUCATION**
 - *ISPO Award Winner 2023* 11/2023
 - Mammut Sender IN Hooded Jacket – FW2425
 - *J&S Mtn. Sports and Skitouring Guide* 06/2019 – 02/2020
 - Mountain Adventure Tour Guide (Chixx on Board)
 - *Fundraising and study abroad* 04/2018 – 09/2018
 - 1-month language course in Nicaragua
 - Successful crowdfunding for the Tola Int. School in Nicaragua
 - Visited countries: Costa Rica, Panama, Colombia, Ecuador, Peru
 - *Snowboardverband Germany e.V.* 01/2000 – 06/2007
 - Junior Nationalteam – Snowboard Freestyle
 - Sponsor: Rossignol Snowboards, ROXY Clothing, ANON Optics

References

ANDREAS BUCHBERGER
*Head of Sourcing –
Mammut Sports Group*

 +41 62 769 05 50
 [Andreas.buchberger@](mailto:Andreas.buchberger@mammut.com)
mammut.com

JEANNE MOCHEL
*Head of Apparel –
Mammut Sports Group*

 +41 62 769 83 02
 [Jeanne.mochel@](mailto:Jeanne.mochel@mammut.com)
mammut.com