

# Kati Lukaschek

Strategic Market & Product Lead



## Contact



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## **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 data. consumer insights 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

• 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.

### **QUIKSILVER EUROPE • DE**

### **Key Account Assistant & Master Thesis**

• 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)



## H 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.

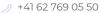
01/2000 - 06/2007

- Junior Nationalteam Snowboard Freestyle
- Sponsor: Rossignol Snowboards, ROXY Clothing, ANON Optics

## References

### ANDREAS BUCHBERGER

Head of Sourcing -**Mammut Sports Group** 



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### **JEANNE MOCHEL**

Head of Apparel -**Mammut Sports Group** 

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