

ALEKSANDRA SIERADZAN

COMMERCIAL OPERATIONS / DIGITAL TRANSFORMATION / PROJECT MANAGEMENT

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SKILLS | TOOLS | ABILITIES

SKILLS	Cross-Functional Project Management • Business Process Optimization • Commercial & Omnichannel Operations • Digital Transformation • Stakeholder Management • Go-to-Market Execution
TOOLS	Salsify (PIM) • Microsoft Dynamics 365 (ERP) • PLM / PMD • Looker • NuOrder • Asana • Microsoft Excel & PowerPoint
ABILITIES	Teamwork & Cross-Functional Collaboration • Strategic Problem-Solving • Ownership & Accountability • Influencing Without Authority • Relationship Building • Adaptability • Clear Communication

PROFESSIONAL EXPERIENCE

Senior Commercial Product Data Specialist | On | Global Commercial Operations *2024–Present*

- **Developed a unified product-data feed across B2B, D2C and Retail channels**, improving system integrations and enabling marketplace data delivery for Zalando, Next, ASOS and Amazon Japan, alongside Loadbee and Cyclon initiatives.
- Lead global omnichannel product-data syndication across wholesale and digital partners, contributing to **960,000+** product-content syndications and supporting centralized PIM operations.
- Automated product-data feeds for major North American Key Accounts, including Nordstrom and Bloomingdale's, saving Key Account Managers **40–50 hours per season**.
- Mapped processes with **10 Key Account Managers worldwide**, identifying product-data gaps and driving improvements in the global product enrichment process.
- **Coordinated 5–8 cross-functional teams across 3 global regions** (Americas, EMEA and APAC) on seasonal launches and data quality, partnering with Item Master Data, Sales, Pricing, Marketing and Merchandising.
- Mentored two data specialists, fostering knowledge sharing and operational excellence.

Resource & Data Specialist | On | Commercial Go-to-Market *2022–2024*

- Supported business-critical B2B order-placement initiatives for Global Key Accounts (**2,000+ retail doors**), ensuring accurate and timely data flows supporting **5M+ orders** placed.
- Coordinated high-quality product data and sell-in tool readiness across the Americas, EMEA and APAC, enabling global commercial execution.
- Served as the central liaison between global functions and end users, driving cross-functional alignment and change; strengthened product-data governance and accuracy across PLM, ERP and commercial datasets.

Global Sales Intern | On | Sales Enablement *2021–2022*

- Contributed to the development and data readiness of internal digital sell-in platforms, ensuring asset availability, data quality and compliance.
- Established seasonal reporting quality checks and a pre-launch testing group; developed an automation business case selected for board-level presentation, helping secure IT resources.
- Acted as a key point of contact for Wholesale teams, resolving platform and product-data issues.
- Contributed to cross-functional projects, including master data management.

EDUCATION

2021 ZHAW School of Management and Law — MSc International Business | Winterthur, Switzerland

2021 SGH Warsaw School of Economics — MSc Global Business, Finance and Governance | Warsaw, Poland

2018 Rider University — BSc Business Administration, Global Supply Chain Management | Lawrenceville, NJ, USA

LANGUAGES

Polish — Native • English — Fluent