

HENRY GREELIS

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SUMMARY

Retail merchandising professional with 5+ years of experience driving assortment, ordering, allocation, product launches, and in-season strategy across fashion and large-scale omnichannel retail. Oversee regional merchandising execution for approximately \$400M in category volume across 200+ H&M stores in North America. Proven success using customer, competitive, pricing, and performance insights to make assortment decisions, improve sell-through, and increase inventory productivity. Advanced in retail math, product lifecycle management, Excel, and cross-functional leadership.

EXPERIENCE

H&M
Merchandise Lead, North America

New York, NY
Jan 2025–Present

- Lead merchandising for Lifestyle and Special Collections across 200+ North America stores and \$400M in volume, translating global direction into market-level assortment and depth plans for the US and Canada.
- Own North America strategy for guest designer and Studio launches, including Stella McCartney x H&M; set store assortments, depth, and elevated floor presentation, achieving 96% sell-through in 7 days.
- Enabled H&M Move expansion from roughly 130 to 300+ stores by developing assortment packages, allocation plans, and replenishment strategy.
- Partner with global merchandising and regional teams to translate product direction into market-relevant assortment and allocation actions.
- Trade the business in season using sales, gross margin, sell-through, rate of sale, and weeks of supply to adjust receipts, replenishment, promotions, and markdowns; maintained 90%+ in-stock rates and improved inventory turn 3%.
- Diagnosed men’s sport shorts underperformance as a missing lined/unlined price ladder; the corrected assortment performed 10% above the prior year.

TARGET CORPORATION
Inventory & Merchandise Analyst

Minneapolis, MN
2022–2025

- Owned ordering, inventory strategy, and allocation for men’s private-label brands Goodfellow & Co. and Original Use, supporting roughly \$300M in annual sales and driving 15% sales growth.
- Collaborated with vendors and internal Design teams to influence product development, including color, fabric, silhouette, pricing, and assortment architecture.
- Managed the full product lifecycle with Planning and Allocation, analyzing sales, receipts, markdown cadence, and style-color counts to make in-season decisions and achieve a record-low out-of-stock rate in Men’s Tops.
- Built and presented competitive and trend analyses that identified product-positioning opportunities and drove a 12% year-over-year sell-through increase.
- Led omnichannel strategy integration with Buying and Planning, aligning online and store assortments and increasing digital penetration 20%.

BEST BUY
Demand Planning Analyst

Richfield, MN
2021–2022

- Developed by-store sales plans and category performance analyses supporting \$500M in sales through optimized inventory strategy.
- Led cross-functional reviews to adjust online inventory to real-time sales trends and demand forecasts, achieving a 95% demand-fill rate.
- Automated recurring analyses and built Power BI reporting to accelerate allocation and merchandising decisions.

FASHION SNOOPS
Trend Forecasting Intern

New York, NY
2021

- Conducted trend research supporting client reports across fashion, beauty, lifestyle, and culture.
- Delivered presentations and trend analyses used by clients for assortment planning and market adaptation.

SKILLS

Assortment Strategy | Buying and Ordering | Sales, Margin, and Turn Analysis | In-Season Trading | Pricing, Promotions, and Markdowns | Competitive and Trend Analysis | Omnichannel Merchandising | Product Lifecycle Management | Cross-Functional Leadership | Excel (Advanced), Power BI, Anaplan

EDUCATION & CERTIFICATIONS

University of Minnesota | B.S., Retail Merchandising
Data Analytics Certificate, eCornell
National Retail Federation Member

2021