

V ASHWANTH KUMAR

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Built a consumer brand, managed sourcing and production, and now work in enterprise software sales. My experience covers pricing, marketing, P&L ownership and improving day-to-day operations. I also build AI tools to reduce manual work.

WORK EXPERIENCE

CLO Virtual Fashion

Bengaluru, India

Business Development Manager

Mar 2026 - Present

- Built an active pipeline of 25+ enterprise accounts across India and South Asia in under 90 days. Closed my first deal within two months of joining.
- Own the sample and supplier management workstream for CLO-SET 2.0, working with a global team across product, engineering and client-facing roles.
- Built AI workflows that cut brand research from weeks to 1-2 days and reduced presentation preparation to under an hour.
- Built a workflow that prepares meeting summaries and, after my approval, posts them to Slack and Asana.
- Building an internal India market and client information database to help the team find account information in one place.

Brun (Royal Classic Mills)

Bengaluru, India

Co-founder, Business Development Lead

Aug 2023 - Aug 2025

- Built Brun from scratch, setting up the online store and managing vendors, pricing, performance marketing, logistics and the P&L.
- Managed a team of 5-7 people at Brun, including hiring and reviewing their work.
- Grew monthly revenue from Rs 50,000 to a peak of Rs 3.5 lakh in six months, with 3x return on ad spend at peak.
- Set up a design function at Royal Classic Mills with no prior design background, delivering 150+ artworks and 3D renders with turnaround under two weeks per brief.
- Improved on-time delivery for Levi's export and domestic orders at RCM from 65% to over 90% in four months by changing processes and tracking fabric flow.

Levi Strauss & Co

Bengaluru, India

Senior Merchandiser

Feb 2022 - Aug 2023

- Led sourcing for Levi's India knits portfolio. Improved on-time supply from 83% to 95% through supplier management.

Uniqlo India

Bengaluru, India

Merchandiser

Aug 2019 - Jan 2022

- Managed procurement and production across 3+ vendor relationships. Reduced defect rates by 40% and maintained over 95% on-time delivery.

EDUCATION

National Institute of Fashion Technology, Chennai | 2015 - 2019

B.F.Tech, Apparel Manufacturing

SKILLS

Business development | Business operations | P&L management | Supplier management | Process improvement | Cross-functional projects | Performance marketing | AI workflow automation

LEADERSHIP AND RECOGNITION

- Student of the Year and Meritorious Student award, NIFT Chennai.
- Cultural Secretary and President roles in university and school. Five gold medals in athletics and swimming.