

Mariko Stenstedt

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EDUCATION

University of California, Berkeley, MBA

Expected Graduation: May 2027

University of California, Berkeley, BA, Political Science

May 2018

EXPERIENCE

Banana Republic Factory

Senior Merchant

2023-Present

- Omni in-season and pre-season management for Dresses, Skirts, Woven Tops, and Knits worth \$236M annually, 46% of North America Women's Outlet Business
- Relaunched Knits and Woven Tops core portfolios, modernized assortment architecture, and sophisticated buying strategy. With new strategic positioning, Knits delivered +16% Net Comp for the 2024 fiscal year, the highest comp in the Women's business. Year-to-date for the 2025 fiscal year, Knits + Wovens delivered a collective +4% Net Comp, a +7% 2-year Net Comp, beat original plan by +6%, and gained two percentage points of contribution to the total Women's business
- Chased into 1.1M units in 2024, reading and responding to in-season business needs. With a 4-month runway, chased into 79 additional Knit skews for Q4, which fueled a +22% Rtl comp on the quarter
- Lead "Dress Deep Dive," a cross-functional initiative to diagnose and reposition the dress business. Conducted extensive business recap, fit review, competitive analysis, and closet exercise, and implemented learnings in our Spring 2026 line
- Managed and developed an Assistant Merchant through to promotion

Banana Republic

2021 – 2023

Merchant

- Omni in-season and pre-season management for North America Specialty Women's Accessories, Shoes & Jewelry
- Relaunched Women's Shoe & Bag business. Managed development of new Italian-made assortment, including repositioning pricing architecture, leading initial buy and chase strategy, and working cross-functionally to elevate customers' omni experience. Under ownership, Shoes relaunch delivered +60% Blended Comp
- Managed multiple vendor relationships across Bags, Shoes & Jewelry. Project managed the shipping, packing, customer experience, and operational logistics of one-off specialty partnerships
- Piloted BR Specialty ship from store distribution model in Jewelry business
- Managed and developed a Merchandise Assistant through to promotion

Assistant Merchant

2019 – 2021

- Omni in-season and pre-season management for Japan Specialty Women's Merchandising
- Partnered with Tokyo-based team to develop international exclusives and curate assortment for Japanese customers
- Category ownership: Pants, Denim, Knits, Wovens, and Non-Apparel
- Launched BR Vintage for the North American market. Assorted two collection drops, developed pricing architecture, and managed operational logistics of the pilot program. Drop earned over 1M media impressions (spanning WWD, GQ, Nylon, and more)

Gap Inc., Banana Republic

2018 – 2019

Rotational Management Trainee (RMP)

- RMP is a retail training program that includes hands-on rotations in Merchandising, Inventory Management, Production, Digital, and Design
- Collaborated on teams in each rotation with in-season responsibilities, including recapping weekly business, proposing and executing pricing action, allocation, and daily communication with sourcing partners
- Completed classes and activities that mimicked preseason business milestones, including hindsight, analyzing competitive landscapes, creating seasonal strategies, assorting, and buy planning

Gap Inc

2017

Talent and Communications Intern

- Worked alongside SVPs and Senior Directors as a part of Banana Republic's Talent Branding Task Force. Interviewed employees from across the brand, analyzed and presented cultural themes to the entire Banana Republic HR department

Gap SF Flagship Store

2015 – 2016

Lead Stock Associate

- Simultaneously, replenished the store floor, conducted inventory counts, and completed stock checks at the West Coast Flagship. After a month, assigned the responsibilities of Lead Stock, relaying daily tasks from the manager to employees
- Through efficiency and proactivity, kept the store organized and orderly for the 6,000-10,000 daily customers

SKILLS & INTERESTS

Additional: President of the 2018 Collegiate National Triathlon Championship team; Studied Abroad in Florence, Italy; Earned Girl Scout Gold Award; UC Rally Committee Member; Event Planning & Charcuterie Board Enthusiast: www.goldengategals.com