Gabriel W. Davis

linkedin.com/in/gabrielwdavis

SUMMARY

I have worked in retail, merchandising, and e-commerce since 2005. I connect product strategy with trends and consumer behavior, combining analytical insight with creative execution. I have led a $140M+ footwear category, built teams, and managed vendor partnerships across stores and digital channels. At Nordstrom, I work in allocation and use Claude and Copilot to help integrate AI into the allocation team's workflow.

EXPERIENCE

Nordstrom

Allocator | January 2026-Present

- Execute orders and reorders in Blue Yonder/JDA Allocation, translating merchant direction into accurate product allocations.
- Develop allocation strategies and identify opportunities to improve accuracy and efficiency across full-price and off-price businesses.
- Provide support within the Inventory Deployment suite and work with merchant partners as business priorities and customer needs change.
- Work with Claude and Copilot to integrate AI into the allocation team's workflow and support continuous improvement.

Zumiez

Category Manager, Footwear / Footwear Merchandise Manager, North America | April 2019-September 2025

Senior Buyer, Footwear | April 2017-April 2019

Buyer, Footwear | April 2014-March 2017

Associate Buyer / E-Commerce Footwear Lead | May 2012-April 2014

- Led a $140M+ North American footwear category encompassing 100+ vendors and 3,100+ SKUs across retail and e-commerce.
- Developed assortment strategies by region, season, and price tier. Managed pricing, margins, inventory, and the full product lifecycle.
- Partnered with planning, finance, marketing, and e-commerce to track sales, GM%, sell-through, OTB, inventory, and receipts.
- Negotiated vendor agreements, exclusives, and marketing collaborations. Executed product launches and events through cross-functional coordination.
- Recruited, trained, and mentored a team of five buyers. Presented insights and recommendations to senior leadership.

Career achievements at Zumiez: Delivered $8M above target; Product Team of the Year (2016); runner-up, Group Presentation Competition (2023).

EXIT real world

Website, Inventory & Warehouse Manager | June 2005-January 2012

- Built and managed EXITrealworld.com, a hybrid B2C/B2B e-commerce business, overseeing merchandising, order fulfillment, customer service, and digital marketing.
- Negotiated vendor agreements and managed POS and inventory systems, buying budgets, reporting, and inventory counts.
- Directed product photography, video, and content for print, email, and website campaigns. Developed promotions, interviews, contests, and event coverage.
- Hired, trained, and led warehouse and online teams. Directed development of the 2008 e-commerce platform.

Previously: EXIT real world intern, 2004-2005; hired after graduating in 2005.

The Mars Group | Winter X Games event support

January 2012

Supported the Winter X Games in Aspen, Colorado, as a side gig. Styled the venue, photographed events, and developed invitations and print graphics. Engaged guests, provided sponsor product education, and produced vinyl wraps, email copy, and press releases.

Alibi Bar & Grill | Barback

May 2011-May 2012

Supported daily operations, restocking, and guest service for a high-volume venue.

Cole Haan | Sales Associate

2003 · School year

Delivered customer service and exceeded individual sales targets in a footwear retail environment.

Freelance | Photography, web & graphic design

Alongside earlier retail work

Created websites, photographs, and graphic design for local businesses and organizations, including ARMIDILO, MVC Counseling, Thee House Life, and my own website.

EARLIER WORK

Thrillville - Go-kart & ride operator, c. 1996-1998 · Summers (go-karts at 15; rides from age 16). Catering company - Server, Between Thrillville & Cascade Paving. Cascade Paving - Paving crew, 1998-2002 · Summers. Santiam Homes / Capital Awning - Pilot truck driver & home setup, 2002-2004 · Summers. College work study - Custodial services, 2002 · School year.

EDUCATION

MBA, George Fox University, 2006

BA, Business Administration (Marketing & Accounting), George Fox University, 2005

SKILLS

Allocation & inventory management | Assortment planning | Pricing & margin strategy | Vendor negotiation | Retail analytics & forecasting | OTB management | Team leadership & mentorship | E-commerce & digital merchandising | Product photography & creative direction | Excel & Microsoft Office | Adobe Creative Suite | Claude & Copilot