

👑 Retail Strategy Group



THE CHIEF MERCHANT

Liza Amlani

*Creating Superior Results for Market
Leading Organizations.*

SPEAKER • AUTHOR • RETAIL STRATEGIST

Meet Liza.



Liza Amlani, known across the retail industry as **The Chief Merchant**, is Principal of Retail Strategy Group. She creates dramatic results for her clients including increases in full-price sales, improving margins and preventing costly excess inventory.

AT A GLANCE

- Principal, Retail Strategy Group
- Former Head of Buying, Ralph Lauren (N. Europe)
- RETHINK Retail Top Retail Expert
- NRF Retail Voices member
- Million Dollar Consulting Hall of Fame (2025)
- Co-author, *The Whole Sale & The Material Life*
- Host of The Chief Merchant Minute™
- Creator of Fit Volatility™, Material Direction™ & Main Street Merchandising™

FULL BIO

Whether on stage, in boardrooms, or directly on the shop floor, Liza delivers authoritative, practical perspectives on how retailers can unlock profitability. She frequently contributes her expertise to Sourcing Journal, Retail Dive, Bloomberg, The Wall Street Journal, The New York Times, The Robin Report and more. Liza is trusted by brands like Lands' End, government organizations like Enterprise Ireland, and tech vendors like Lectra. Having lived across Canada, New York, London, and Africa and traveled to 35+ countries, Liza brings a global perspective her clients prize.

Signature Talks.

Liza tailors every talk to the room. These are the themes she's booked for most, each available as a keynote, workshop, panel, or fireside.

01 **Don't Throw a Fit About Fit**
How the apparel business can tame Fit Volatility™.

02 **Fashion's Most Underrated Opportunity**
It's not technology or chasing trends. It's process.

03 **The Whole Sale**
Don't cut out the middleman unless you want to be the middleman.

04 **Dysfunctional Companies Do Dysfunctional Things**
The shop floor is the litmus test for organizational dysfunction.

05 **The Process-Driven Merchant**
Merchandising is neither art nor science any longer.

KEYNOTE

WORKSHOP

PANEL / MODERATOR

FIRESIDE

PODCAST GUEST

BROADCAST / TV

WRITTEN CONTRIBUTION

ON STAGE

Spoken At.



Process Innovation: The Most Underrated Opportunity in the Fashion Supply Chain

Kornit Konnections • April 2026

Materials Procurement: Navigating Supply Chain Challenges

SPECS 2026 • March 2026

Innovating the Fashion Supply Chain

NRF REV • NRF's Big Show • January 2026

The Whole Sale

Accessories Council Webinar • September 2025

NRF Circularity Workshop

NRF's Big Show • January 2025

Providers to Partners to Pioneers

Bharat Tex Textile Fair • February 2024

Keep the Customer in Focus

Vision Monday Leadership Summit • March 2024

How Stores Can Score

Source for Sports Annual Meeting • June 2023

Process Innovation for Brands

PI Apparel • February 2023

IN THE MEDIA

Seen In.



SELECTED ARTICLES & FEATURES

How Ozempic Is Forcing Fashion to Rethink Fit

Business of Fashion • May 2026

The Backroom: Wholesale & DTC

Retail Dive Podcast • 2025

Equality Is Overrated

Sourcing Journal • November 2025

The Retail Pipeline Is Broken

The Robin Report • July 2024

Velocity, Not Speed, to Market

The Interline • 2023 DPC Report

Are Retailers Ready for What the Weight-Loss Boom Requires?

Retail Dive • April 2026

Fashion's Most Underrated Opportunity

The Interline • January 2026

Enterprise Ireland Hosting Showcase in Toronto

Retail Insider • April 2025

How Customer Insights Boost Profitability

Retail Insider • July 2024

What People Say.



"Liza's session was one of the favorites at our annual Business Workshop, filled with useful tips, practical advice, and insightful business trends that will help our members increase profits."

KAREN GIBERSON • PRESIDENT & CEO, THE ACCESSORIES COUNCIL

"As a gifted facilitator, Liza brought clarity, structure, and energy to every session, leading impactful workshops, moderating insightful panels, and fostering meaningful connections between our clients and Canadian retail buyers. Her ability to draw out the best in both brands and retailers helped our clients gain real-world insights and prepare for successful market entry."

DAVID MCCAFFREY • COUNTRY MANAGER & SVP, ENTERPRISE IRELAND CANADA

"I have had the pleasure of working with Liza Amlani on multiple projects including Q&A interviews, guest columns, and conference presentations during the past few years. Liza is a top-notch professional with deep practical merchandising experience and knowledge she is always willing to share, and combines a tireless work ethic with an upbeat, friendly personality."

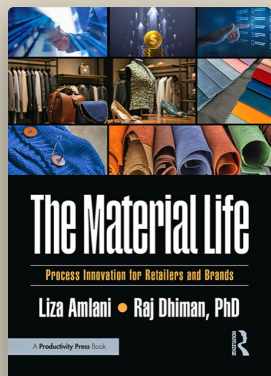
DAN BERTHIAUME • SENIOR EDITOR, TECHNOLOGY, CHAIN STORE AGE

"I've sat through plenty of conference keynotes that gesture at 'transformation' and leave you with nothing to do on Monday. Liza did the opposite. Her core argument, that fashion's most underrated opportunity isn't technology, it's process innovation, reframed a problem I've lived inside for 25 years. We've spent decades chasing the lowest cost of goods while the calendar itself quietly eats the margin neither brands nor vendors ever capture. Thank you for work that's both rigorous and immediately usable. Rare combination."

OSCAR CHAVARRIA • CHIEF OPERATING OFFICER, MAS HOLDINGS

She Wrote the Book.

Liza's points of view aren't theory; they're published. Two books from the RSG team on the process and profit problems facing retailers and brands.



The Material Life

Process Innovation for Retailers and Brands

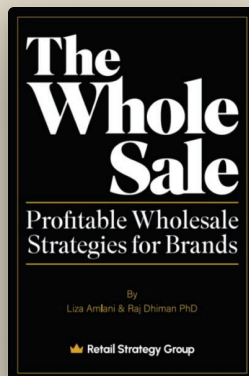
LIZA AMLANI & RAJ DHIMAN, PHD • ROUTLEDGE

Process innovation is the most underrated opportunity in the fashion supply chain today. An ideal starting point to innovate processes is materials. How is this done? This book outlines exactly how any apparel brand can exploit this opportunity and drive breakthrough performance.

★★★★★

"A timely and important contribution as retail organizations rethink how they operate in an increasingly complex and competitive environment. One theme stood out: process is no longer operational, it's strategic."

MASAKO KONISHI • EVP, MERCHANDISING & BUYING, ALO



The Whole Sale

Profitable Wholesale Strategies for Brands

LIZA AMLANI & RAJ DHIMAN, PHD

The death of wholesale partnerships has been greatly exaggerated. There is a lot of value that brands can extract from wholesale relationships. But the important question is: how exactly is this accomplished? This book outlines how to build profitable wholesale strategies that produce results.

★★★★★

"This is a brief but very insightful read that busts many of the myths of wholesale partnerships. The authors draw on their own deep experience plus that of other world-class retail executives to show how smart wholesale partnerships can be a natural complement to DTC. I highly recommend this book!"

MADELINE • VERIFIED AMAZON REVIEW

LET'S TALK

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PRESS ASSETS AVAILABLE ON REQUEST

HI-RES HEADSHOTS

SHORT & LONG BIO

LOGO PACK

TOPIC ONE-SHEETS