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E-COMMERCE & COMMERCIAL LEADER | CHINA GROWTH | APPAREL & SPORTSWEAR

Senior commercial leader with 15+ years of experience driving growth, transformation, and category leadership across apparel and sportswear in China. Track record of leading \$100M-scale businesses, building multi-channel growth engines, shaping market strategy, and delivering brand, revenue, and profitability outcomes for Kontoor Brands, NIKE, and adidas.

Kontoor Brands APAC (Lee, Wrangler, Helly Hansen)

2023.3-present e-Commerce Business Head, Lee & Wrangler China

- Own full P&L leadership for a \$100M e-commerce business across six platforms—Tmall, Douyin, JD.com, VIP.com, Dewu, and Red—delivering double-digit compound growth from 2023 to 2025.
- Repositioned the business for accelerated digital growth by doubling Douyin in 2024, restoring Tmall growth, securing the #1 men's jeanswear ranking across key moments, and scaling hero products, including one style surpassing 200,000 units sold.
- Led the 2026 Douyin Super Brand Day, expanding consumer assets by 30% and creating a sales peak that outperformed both 618 and Double 11.
- Built a full-lifecycle hero-product operating model spanning planning, merchandising, in-season trading, and lifecycle management; the top item exceeded 300,000 units sold and delivered 50x growth.
- Strengthened premium brand positioning and traffic efficiency by upgrading digital brand presentation and site experience, improving acquisition ROI and channel productivity.

2022.10-2023.2 Interim Wholesale Business Head, Lee China

- Steered the China wholesale business through a leadership transition, redesigning governance, business reviews, and decision-making cadence to secure FY22 revenue and profit delivery in a challenging market.

2018.3-2023.2 Strategic Commercial Planning Director, Asia

- Partnered with the Asia VP/MD to shape regional strategy, annual planning, and priority initiatives, while delivering the business, product, and consumer insights that supported continued growth and category leadership in China's denim market.

NIKE Greater China

2017.7-2018.2 Senior Category Sales Manager, Football

- Led category commercial strategy for Football, integrating product, distribution, marketing, and retail execution; drove the 2018 World Cup activation across 450 CLC doors and delivered incremental growth of 300 bps.

2014.7-2017.6 Business Planning Manager & Business Development Planning Manager, National Wholesale

- Designed NIKE's store footprint strategy using macro trends, real estate supply, and location scoring, establishing the foundation for the company's five-year wholesale expansion plan.
- Built planning models for key accounts to improve revenue forecasting and support investment decisions by store concept, type, and maturity.

2011.3-2014.6 Retail Brand Assistant Manager, Running

- Enhanced retail brand execution and consumer experience for Running, leading the 2014 cross-category FREE campaign across 1,600 doors and contributing 30% of seasonal sales.

adidas Greater China

2008.7-2011.2 Management Trainee

- Selected as one of 11 management trainees from more than 10,000 applicants and completed cross-functional rotations in sales, marketing, and retail.

Shanghai University of Finance and Economics

2004.9-2008.6 Bachelor's Degree in Statistics of Finance and Insurance

- Graduated with honors; GPA ranked in the top 10%.