

Tessa McManus

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GLOBAL APPAREL DESIGN LEADER

RUNNING • TRAINING • TRAIL RUNNING • ATHLETE PERFORMANCE PRODUCT

Strategic and creative design leader with 20+ years of experience leading global apparel teams and building commercially successful running and training product lines. Known for translating consumer insights and trend forecasting into profitable product strategies while developing high-performing teams. Currently responsible for a **\$200M global business and 300+ seasonal styles**, driving brand storytelling, product innovation, and operational efficiency across regions.

BRANDS & CATEGORIES: Puma • J Jill • Running Apparel • Training Apparel • Trail Running • Olympic Competition Kits • Collaboration Collections • Global Performance Apparel

CAREER HIGHLIGHTS

- **Business Impact:** Reduced article count by 30% over **1 season maintaining???**
- **Scale of Leadership:** Leading creative strategy for a **\$200M global business and 330+ seasonal styles**.
- **Team Leadership:** Directed a **global team of 13 apparel and graphic designers**, building creative capability and leadership bench strength.
- **Olympic Performance Design Leadership:** Contributed to elite athlete competition kits and performance apparel supporting the **Tokyo 202 and Paris 2024 Olympic Games**.
- **Category Creation:** Led the design and launch of **PUMA's Trail Running apparel collection**, expanding the brand into a new performance category.
- **Global Fitness Partnership:** Led, concepted, and designed **HYROX training collections and brand activations**, aligning product with one of the fastest-growing global fitness competitions.
- **Major Franchise Resets:** Led strategic redesigns of **PUMA training franchises and the Women's Tights collection**, improving product clarity, consumer relevance, and assortment efficiency.
- **Brand Collaboration:** Design lead on **PUMA x Ciele and PUMA x Saysky** partnership, delivering performance-driven running product with strong brand storytelling.
- **Executive Leadership:** Direct and develop global design teams while partnering with product, merchandising, and sourcing leaders to drive **margin, adoption, and product architecture improvements**.

PROFESSIONAL EXPERIENCE

PUMA – Boston, MA

Global Director, Running & Training

2024 - Present

- Lead global creative and product vision for Running and Training apparel across multiple regions and categories.

- Direct and develop a global design organization, building leadership capability, succession plans, and long-term team performance.
- Oversee strategy and creative direction for a **\$200M apparel business spanning 330+ seasonal styles.**
- Partner with product, merchandising, materials, and sourcing leadership to improve **article efficiency, margin performance, and product architecture.**
- Align apparel, footwear, and accessories to deliver cohesive global brand storytelling and consumer relevance
- Guide seasonal color, fabric, and innovation strategies balancing performance, sustainability, and commercial success
- Represent design in global executive leadership meetings and Asia factory partnerships.

Global Team Head, Running & Training

2019 - 2024

- Led the global Running and Training apparel category, delivering consistent seasonal assortments aligned with brand and commercial goals.
- Managed and mentored a team of apparel and graphic designers, improving creative output and team development.
- Translated global brand direction into commercially successful seasonal apparel assortments.
- Identified market opportunities through trend research and competitive analysis, informing category growth strategies.
- Collaborated cross-functionally to improve **product adoption, cost targets, and margin outcomes**
- Strengthened the end-to-end product creation process, ensuring quality execution and on-time delivery.

Senior Designer, Running & Training

2017 - 2019

- Designed Men's and Women's Running and Training apparel, including **elite competition kits worn by Puma athletes globally.**
- Owned seasonal collections from concept through production, ensuring market-right design and financial alignment.
- Conducted trend, innovation, and fabric research to shape seasonal product direction.
- Partnered with development teams to refine fit, silhouette, and construction through multiple prototype stages.
- Managed junior designers and contributed to workflow improvements across teams.

Designer II, Regional Creation

2013 - 2017

- Lead designer for U.S. "Made for Outlet" apparel across Training and wholesale channels
- Designed region-specific collections for major retail partners including **TJ Maxx, Marshalls, Kohl's, JCPenney, and Costco.**
- Delivered trend-relevant product across multiple price tiers while maintaining brand standards
- Led fittings and collaborated with vendors to ensure quality construction and consistent fit.
- Mentored design interns and supported early-career talent development.

J. JILL – Quincy, MA

Designer

2006 - 2013

- Designed high-volume categories including outerwear, blouses, and knit and woven dresses.
- Managed large SKU assortments from concept through production.
- Researched market trends and developed seasonal fabrics and trims.
- Collaborated with technical design and sourcing teams to ensure cost targets and quality standards.

- Managed assistant designer and contributed to team productivity.
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LEADERSHIP & PROGRAMS

Founder & Finance Chair – Women’s Employee Resource Group, PUMA **2021 - 2023**

Founded and scaled internal community supporting mentorship, networking, and professional development.

International Leadership Program, PUMA **2019 - 2020**

Completed a leadership development program focused on effective people management, self-awareness, and refining my personal leadership style.

SKILLS

Leadership & Strategy - Global Design Leadership – Trend Forecasting & Consumer Insights – Product Strategy – Team Development & Mentorship – Cross Functional Leadership

Design & Product Creation - Apparel Design – Technical Construction – Fabric & Color Strategy – End-to-End Product Development

Tools - Adobe Illustrator, Photoshop, Acrobat – Vizcom – Browzwear (3D – foundational) – Microsoft Office – Mac & Windows Platforms

EDUCATION

Bachelor of Science – Fashion Design & Production, Lasell College - Newton, MA

Study Abroad Program – American InterContinental University - London, UK