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Developing physical product that sells, sourcing that works, brands that elevate and strategies that get results.

Strategic physical product leader with a proven record of 300% increases in existing accounts, 200% increases in new business, 30%-40% increases in bottom line margin through trend, sourcing and branding.

An Architect and Industrial engineer with over a dozen national and international awards who has produced top-performing branded and private label physical product for Target, Bed Bath & Beyond, Macy's, Kohl's, Dillard's, Sam's, Costco, Nordstrom, Urban Outfitters, and many more using strategies that make sense and pay off.

Expertise & Experience

- Style and behavioral trend forecasting.
- High taste level
- Ability to analyze a large amount of data to inform physical product development, category management, and branding.
- Extensive Sourcing expertise. I've Lived and worked in India and China up to 4 months out of each year for the past 15 years.
- Expert in consumer hardgoods trends, manufacturing and engineering in housewares, home décor, furnishings & packaging.
- Idea generator, Inspirational leader and passionate teacher.
- Expert-level knowledge engineering product for digital sales channels, digital native brands and digital marketing.

Career

India Merchandising Services: VP of Physical Product Development and Strategy - 12/18-Present

Set strategic, trend, sourcing and physical product direction to capture business exiting China.

(Consulting) Tabletops Unlimited (TTU) Contract VP of Product Development, Tabletop 9/18-12/18

Rebuilt the tabletop sourcing matrix to establish a new good-better-best assortment plan opening up new sales opportunities.

PTS America/PT Sango Indonesia VP Merchandising, Product Development, Sourcing and Branding 8/17-05/18

Reinvented the company as a casual entertaining company. Responsible for all company physical product development, merchandising, sourcing, branding and marketing. Managed and lead a team of 8 industrial designers, product developers, packaging designers and the factory development and QC team in China. Expanded product lines to a broad range of consumer hardgoods to capture new sales.

Godinger Silversmiths / Godinger Barware - VP Merchandising, Product Development and Sourcing 10/15-08/17

Formed and implemented a plan that resulted in a 30% increase in sales, new private label partnerships with Macy's, and a 21% increase in contribution margin. As first head of product for the company to step in upon the retirement of the founder, Arnold Godinger I was hired to impose some order and discipline in the Physical Product Merchandising and Design departments, to re-negotiate and overhaul supply chain and manufacturing partnerships, and to re-invent the Godinger brand as an upscale casual brand. Managed a team of 7.

Product Development Business Director - Gibson Overseas 06/10-10/15

Increased sales with Target Corp. by 300% and 200 with Bed Bath & Beyond. Attracted new accounts with Nordstrom, Urban Outfitters and HSN. Held a unique, hybrid position which was half Physical Product Development and half Account Direction Key Account Sales. My expertise in executing large private label programs for fashion forward mass marketers resulted in a

Contract Consultant – Various Clients in Consumer Products Manufacturing and Importing Including: Celebrate Express/Costume Express and others 06/09-06/10

Example 1: Made company more attractive for potential acquisition. Led a staff of 25 across 3 departments. Reduced staff by 20%, retrained and developed key staff to absorb additional roles, outsourced logistics functions resulting in a 40% increase in merchandising ROI.

Example 2: Brought a toy and novelty importer into compliance with CPSIA child products compliance.

VP of Merchandising and Product Development - THT Designs/Tenderheart Treasures 11/06-05/09

Hired into a 'Turn-around' situation for an omni-channel retailer to recover profitability from a sharp sales decline and over-investment in warehouse and distribution overhead. Led a team of 27 including buyers, designers, and category managers. Conducted 3 separate 15% staff reductions, re-focused merchandising toward growing rather than declining sales channels including DTC digital native brands, and overhauled sourcing to increase contribution margin by 35%. Integrated data analytics with the physical product development process.

Creative Director, Marketing & Promotions Studio - Hallmark Cards Corporate 6/04-11/06

Increased innovation and decreased cost through integration of manufacturing, creative, brand stewardship, and logistics. As a rare 'outside hire' my expertise in mass market physical product development in consumer hardgoods resulted in a 20% increase in 'buy-in' from key partners including Walgreens, CVS and Kohl's who found our product to be more price competitive and creative.

Chief Product Officer - Totem/Swat Products Chicago: 11/96-06/04

Built a \$2.5 Million business with 3 employees as a trend forecasting, product development and manufacturing resource for Target Corp., Enesco, Department 56, FTD, Westfair/Loblaws, and others. Area of particular expertise was India.

Prior Experience: Architect – residential, commercial, interiors and redevelopment 1992-1996

Account Executive – Ogilvy & Mather Direct Marketing 1989-1991

Education

- Digital Marketing Certification, Columbia University School of Business, New York
- Master of Architecture, Illinois Tech, Chicago
- 2-year work-study in Austria – (United Nations, University of Vienna & University of Salzburg)
- Bachelor of Arts Foreign Language, Wabash