

Senior Merchandising Executive

Dynamic, top-performing, and results-driven senior merchandising executive with over 25 years of substantial experience leading transformative merchandising strategies and driving exceptional growth across global retail and e-commerce platforms.

Recognized for developing and executing high-impact product assortments and brand strategies that boosted sales, profitability, and brand health. Proven history of spearheading complex merchandising initiatives, including successful international expansions, omni-channel integrations, and elevation of product offerings through strategic collaborations. Adept at leading cross-functional teams to drive operational excellence, optimize assortments, and foster innovation. Skilled in managing and executing seasonal trend direction, driving brand awareness, and increasing customer loyalty through creative merchandising and strategic partnerships. Expertise in digital and physical retail convergence, product lifecycle management, and optimizing e-commerce experiences to achieve substantial growth. Ability to engage stakeholders and align merchandising strategies with business objectives while ensuring long-term success.

Areas of Expertise

- Global Merchandising Leadership
- Strategic Planning & Execution
- Product Lifecycle Management
- Revenue & Profit Optimization
- Brand Elevation & Positioning
- Digital Sales & Marketing
- Men, Women & Kids Expertise
- E-commerce/Omni-Channel Development
- Team Leadership/Organizational Structure
- Merchandising Analytics/Sales Forecasting
- Market Expansion & Product Innovation
- Customer Experience Enhancement
- Problem Identification & Resolution
- Apparel, Footwear & Accessories Growth
- Retail & Wholesale Management
- Licensing & Distribution Strategy
- Promotional & Pricing Strategy
- International Retail Expansion
- P&L & Budget Management
- Vendor & Partner Relations
- Luxury, Premium & Mass Markets

Professional Experience

Chief Merchandising Officer, Kenneth Cole Productions – New York, NY

2022 — 2024

- Drove over \$1B in sales by leading trend strategies, product assortment, and design approval for 40 global licensed partnerships.
- Spearheaded product elevation strategy, including high-profile collaborations with Pantone, Lingua Franca, and Jennifer Miller.
- Developed label and distribution strategy for Kenneth Cole and Reaction, focusing on both full-price and off-price market segments.
- Boosted global sales by \$20M and strengthened brand relevance by re-launching Women's and Men's Sportswear categories.
- Drove sales by 50% by revitalizing eCommerce strategy, introducing exclusive products, and reducing promotions. Reviewed sales data, inventory levels, and product performance to optimize assortment plans, adjust stock levels, and make data-driven decisions.
- Generated over \$40M in wholesale sales by transitioning women's footwear business to licensed partnerships.
- Accomplished 100% increase in profitability by managing and overseeing global product experiences across digital and physical environments and transitioning eCommerce from third-party to owned operations.
- Significantly enhanced brand awareness and sales conversion across owned and wholesale accounts by creating targeted upper and lower-funnel product advertising strategies.
- Optimized talent and mitigated overhead costs by 30% by streamlining team structures in Design, Merchandising, and Planning.

SVP, Omni Channel Merchandising, Americas, Hugo Boss – New York, NY

2017 — 2020

- Championed \$400M+ in annual sales volume by overseeing all omni-retail merchandising activities, leading a team of 9 Managers and 40 indirect reports across 228 full-price and outlet locations, 75 wholesale concession businesses, and 5 eCommerce websites throughout the U.S., Canada, Mexico, and Brazil.
- Drove 125% sales increase and 200% growth in gross margin for comparable stores by launching Macy's online/store concessions.
- Attained 40% surge in E-Commerce sales through a successful site re-launch and strategic merchandise mix optimization.
- Achieved exceptional \$25M growth in Outlet Business and boosted Gross Margin by \$10M within just two years.
- Achieved a remarkable 35% year-over-year sales increase and accomplished a notable 20% gross margin improvement within 12 months, reversing a double-digit downtrend by transforming underperforming Americas region.
- Improved sell-throughs by 5 points by optimizing online and store assortments, focusing on athleisure, sneakers, knitwear, and outerwear categories, while reducing formalwear and suits.
- Increased concession store sales by 45% through re-calibrated assortments based on account and location, along with updated promotional and digital strategies.

VP, Global Omni Channel Merchandising, Michael Kors – New York, NY**2015 — 2017**

- Drove \$2B billion in annual sales by developing eCommerce and omni-channel strategies and overseeing U.S. merchandising for stores and the eCommerce site, as well as global assortment guidelines across North America, Europe, Asia, and South America,
- Formulated seasonal merchandise strategies and storytelling leading cross-functional teams in creative, site merchandising, social media, visual merchandising, and store operations.
- Attained 5-point improvement in sell-through rates by leading task force on markdown promotions/assortment planning tools.
- Accomplished remarkable 60% increase in sales and a 40% boost in traffic by playing a key role in revitalizing eCommerce sites.
- Reduced overhead costs by \$750K by establishing an omni-channel merchandising team and restructuring buying offices.
- Boosted full-price sell-through by 8 percentage points by enhancing and optimizing global brand consistency.
- Led a team of 5 Directors and 30 indirect buyers while guiding the development of concepts, strategies, and implementation for digital and eCommerce channels.

SVP, GM, NY Brands Studio – Joe Fresh Affiliate – For Coles Australia Supermarkets**2011 — 2015**

- Developed a \$100M proprietary lifestyle brand for Australian supermarkets, Coles, covering crafting strategies for product expansion, customer targeting, brand identity, marketing, and in-store presentation.
- Led a team of 5 Directors across design, visual merchandising, creative and marketing, merchandising, and production, along with 25 indirect associates, in driving business growth in the Australian market through 600+ retail stores and eCommerce strategies.
- Spearheaded company's international retail expansion, managing a \$5M administrative budget and a \$2.5M marketing budget for product categories including Women's, Men's, Kids, Footwear, Accessories, Jewelry, Sunglasses, Hosiery, and Body-wear.
- Achieved a 5% annual increase in profitability by improving pricing and quality and optimizing overseas product sourcing.
- Boosted customer spend per basket by 24% and increased dwell time by 40% while meeting and surpassing targets by 10%.
- Accomplished a notable 120% increase in sales and a 130% growth in gross margin dollars by securing new business with Coles and successfully redesigning "in aisle" packaging and product offerings for hosiery, underwear, and baby programs.

Saks Fifth Avenue – New York, NY**1997 — 2011****VP, Divisional Merchandise Manager****2005 — 2011**

- Led merchandising strategies for a \$300M business, overseeing portfolio of 200+ vendors across 60 SFA stores and digital channels, focusing on Women's Sportswear, Private/Proprietary Brands, Evening, Special Sizes, Coats, Swimwear, and Children's categories.
- Managed \$2.5M P&L, leading top-performing buying team of 6 direct reports and 25 indirect reports aimed at driving results.
- Contributed to a remarkable \$6M sales increase by creating and implementing effective product merchandising strategies.
- Developed branded and private label products and launched a new bridge sportswear segment with brand development, marketing initiatives, and in-store programs, optimizing brands like Ralph Lauren, Burberry, Tory Burch, M Missoni, and SFA Private Brands.
- Boosted private label and proprietary brand sales by \$25M, achieving highest gross margin with 500 basis point improvement.
- Expanded Saks.com business from 10% to 30% of total sales by diversifying brand options and introducing promotional items.
- Improved branded gross margin by 100 basis points and achieved a 10% sales uplift by negotiating exclusive products, consignment agreements, and vendor allowances.

Buyer, St John**2003 — 2005**

- Led a team of 4, including associate and assistant buyers, in managing Saks Fifth Avenue's largest vendor, St. John, across 58 stores and online, overseeing an annual sales volume of \$80M.
- Achieved a 24% increase in sales and a 25% improvement in gross margin targets through strategic product classification, fringe sizing initiatives, and enhanced marketing strategies.
- Reversed a double-digit decline, delivering a 25% year-over-year growth and surpassing sales plan targets.

Buyer & Product Developer – Designer Sportswear**2001 — 2003**

- Achieved a 32% sales increase and a 400 basis point margin improvement by successfully launching new private brand categories.
- Oversaw 8 vendor businesses with a team of 3 associate and assistant buyers, driving over \$60M in annual sales across omni-channel platforms and 45 retail stores, including top brands like Ralph Lauren Collection, Brunello Cucinelli, Akris, and Escada.
- Increased Ralph Lauren sales by 30% through a focused key item cashmere program.

Buyer – Designer Sportswear | Store Planning Manager**1997 — 2001**

- Led a team of 4 direct associate and assistant buyers, managing a \$55M+ annual volume across omni-channel platforms and 45 retail stores, including a vendor portfolio with Giorgio Armani, Calvin Klein, and Donna Karan.
- Drove 24% year-over-year growth in Armani business while enhancing full-price sell-through by 10 percentage points.
- Led the planning and forecasting for \$800M in annual sales of designer apparel, successfully setting and achieving sales, turnover, and profit objectives through effective inventory management.

Additional Experience: **Principal Consultant**, Christine Phillips NYC, **Planning Manager**, Nine West Group – New York, NY

Education & Credentials: **Bachelor of Arts Degree**, Northwestern University – Evanston, IL