

Professional Summary

Accomplished Senior Executive and Merchandise Manager with over 20 years of experience providing innovative, results-driven leadership in product and category management for private and national brands. Extensive experience in all aspects of achieving multimillion-dollar sales through national merchandise management including strategy creation and execution, P&L ownership, operating plans, revenue and profitability, data/trend analysis, product development/sourcing, and cross-functional team leadership. Continually exceeds expectations by creating valuable partnerships and works well with people at all levels of an organization including stakeholders, executive management, team members, customers, and manufacturers.

Skills

- Private Brand Development & Management
- Merchandising Analytics & Business Planning
- Marketing, Sales & Account Management
- Launch Campaigns & Activation Plans
- Team Building, Leadership & Development
- National Brand Management & Innovation
- Product Development & Innovation Strategies
- Online/Brick & Mortar Retail Channels
- 5-Year Annual Planning & Strategy
- Consumer Insights & Industry Product Knowledge
- Marketing Communications & Portfolio Strategies
- Strategy Creation & Go-to-Market Execution
- KPI, Data & Trend Analysis/Reporting
- Revenue, Profitability & Market Share
- P&L Oversight & Budget Management
- Vendor Management & Relationships
- Excellent Verbal & Written Communication

Selected Accomplishments

- ✓ Successfully built the private brand business to 15% penetration from the ground up.
- ✓ Efficiently oversaw more than 4000 SKUs for Dog, Cat, Specialty, Hardgoods, Flea and Tick, Fashion, and seasonal divisions.
- ✓ Generated \$300M in in Pet hardgood sales over 5 years with continuous and consistent annual sales increases.
- ✓ Successfully increased sales by over 2.3%, with a margin dollar increase of over 3.1% for 2021 financials.
- ✓ Introduced more than 2500 private label items under PS+ label and generated over \$67M in 2017 private label sales.
- ✓ Achieved \$2.3M in marketing to support new customer acquisition initiative and established merchandising planograms.
- ✓ Spearheaded Missy apparel growth of 3.7%, and implemented active wear apparel growth to \$3.7M from \$500K in 1 year.
- ✓ Achieved over \$600M in sales volume for Missy sportswear, juniors, dresses, and denim product assortment.
- ✓ Launched Lee and Dockers product lines into Sears and drove sales performance resulting in a 4.5% increase in sales.
- ✓ Transformed the Baby World department and launched Disney Pooh line with in-store graphics and marketing programs.
- ✓ Collaborated with Kmart Baby World to create and maintain synergy during Kmart/Sears merger.
- ✓ Established and promoted the women's Covington apparel line that generated \$150M in sales.
- ✓ Successfully developed annual financial planning and development calendars throughout career.

Professional Experience

Vice President, Divisional Merchandise Manager

04/2012 to 05/2022

Pet Supplies Plus – Livonia, Mi

- Successfully developed strategy and execution for private brand, hardlines, and specialty businesses.
- Owned and developed innovation partnerships and sales relationships for brands across several departments/categories.
- Drove effective communication with internal sales planning, customer supply chain, and brand development teams.
- Provided team leadership, financial supervision, relationship management, merchandising, and assortment planning.
- Leveraged knowledge in brand advantages, competitive weakness, and category roles to support pricing and promotion.

- Motivated total merchandising and marketing team as the organization transitioned through company acquisition.
- Led strategic annual merchandising and marketing plans as well as instore and online neighbor-facing initiatives.
- Developed High end boutique concept in 20 stores to enhance the base assortment and compete with online.
- Developed new brands PlayOn and Fins First resulting in increased penetration, sales, and margin in Private Brand.
- Achieved an annual sales increase of over 2.3% and a margin dollar increase of over 3.1% for 2021 financials.
- Introduced more than 2500 private label items under PS+ label and generated over \$67M in 2017 private label sales.
- Led through high-impact decision making, strategic planning, and customer/account relationship management.
- Created and implemented Holiday and Halloween assortments starting in Fall 2012 to increase seasonal sales by 14%.
- Developed and managed strong partnerships with decision makers cross-functionally and spanning across levels.
- Increased sales by more than 5% after reset of the health and wellness healthy living area in retail locations.
- Developed and implemented new processes and timelines for product development, marketing, and space planning.
- Secured over \$5M in funding in marketing to support new customer acquisition and marketing initiatives.
- Actively led the Joint Business Planning process and implementation from ideation through successful execution.
- Developed effective presentations that outline current market conditions, category trends, and customer needs/insights.
- Initiated a task force with Pet Industry Joint Advisory Council and key retailers to lead the new industry standards for small animal in-store care.

Previous Work History

Vice President, Divisional Merchandise Manager – Stage Stores, Inc., South Hill, VA – 07/2010 to 09/2011

Divisional Merchandise Manager – Sears, Hoffman Estates – IL – 2005 to 2010

Buyer – Sears, Hoffman Estates – IL – 2001 to 2005

Director of Brand Development – Sears, Hoffman Estates – IL – 1999 to 2001

Education

Academy of Merchandising and Design

Associate degree in Merchandising

Northwestern University, Kellogg School of Business

Coursework in Leadership/Negotiations