

MERCHANDISE TRANSFORMATION EXECUTIVE



Pioneering Creative Product Development and Design Director known for steering lucrative national and international brands into fascinating and exciting consumer products and seeing them to successful completion.

Powerfully Effective Team Leader, whose ability to conceptualize and deliver strategies propels future growth and maximize profitability. Winning personality, clarity of vision, business acumen, and compelling negotiating skills.

Stellar Reputation for Delivering Superior Design in Merchandising. Acknowledged for capacity to inspire, achieve consensus, mediate, and deliver predefined goals despite a diversity of personalities, precarious situations, strong differences of creative opinions and changing priorities.

LEADERSHIP SUCCESS HIGHLIGHTS



Global Creative Vision – Led product, strategy, and creative assortment development for \$200M+ globally leveraged line, including O&O (parks, stores, cruise line, eCommerce), licensed and flexible business models growing lifestyle within franchises to address market whitespace, driving global multi-channel high growth.



Revenue Growth – Strategically build category plans and new product strategies to grow lifestyle brand, capturing incremental enterprise value, new consumers, and greater market share. Achieve internal profit thresholds while delivering greatest price/value ratio to guests ensuring correct SKU depth and investment, increasing sell-throughs by 30%.



Strategic Partnerships – Capitalized on market trends and consumer zeitgeist to maximize value creation. Influenced diverse audience of external partners (Burberry, Shanghai Tang, Christian Lacroix, and Kate Spade), driving 80% merchandise exclusivity.



Brand Management – Led product design team in creation of consumer-led development and launch of in-house home brands. Delivered top quality consumer-centric products to break through the global marketplace. Brought brand equity of House Beautiful to life, creating products, valued at \$150M+ in new product placement.



Product Design & Development – Created and implemented Global Business strategy and MGM Brand Portfolio consisting of home, fashion and toy collections for children, teens, and adults, new stores, exclusive shop-in-shops (FAO Schwarz flagships, catalogs, eCommerce), exclusive mail order (Neiman Marcus) and exclusive partnerships (Revlon, Avon, Mattel) delivering \$100M+ in revenues.

KEY STRENGTHS

- Product Design
- Product Development
- Trend and Color Direction
- Global Sourcing
- Gross Margin
- Merchandising & Buying
- Cross-functional Teams
- Market Relationships
- Cost Management
- Organizational Efficiencies
- New Business Development
- Budget Management
- Assortment Planning

CAREER CHRONOLOGY

Head of Merchandising, Creative Director THE BILTMORE COMPANY, ASHEVILLE, NC	2019–PRESENT
Global Brand & Product Creation THE WALT DISNEY COMPANY, ORLANDO, FL	2016–2019
Director, Global Product Design & Development LUMINEX, PLYMOUTH, MA	2013–2016
Director, Global Merchandise CLAIRE'S STORES, INC., HOFFMAN ESTATES, IL	2011–2012
Creative Director CLAYMICHAEL CREATIVE, LLC	2007–PRESENT
Vice President, Home SEARS HOLDING CORPORATION, HOFFMAN ESTATES, IL	2006–2007
Design Director, Home MACY'S MAY CO. DEPARTMENT STORES INTL, ST. LOUIS, MO	2004–2006
Design Director NEIMAN MARCUS, NEW YORK, NY AND DALLAS, TX	2000–2004

PROFESSIONAL EXPERIENCE

THE BILTMORE COMPANY, Asheville, NC 2019–Present

As Head of Merchandising, Creative Director, provide hands-on leadership for the ideation, creative development and execution of Global Merchandise and Creative initiatives for The Biltmore Company businesses overseeing creative direction for merchandising, product design and development, licensing, wholesale, visual, floral and interiors.

- Imagine and implement new Global Product Strategy and launch major merchandise initiatives for The Biltmore Company's distribution channels.
- Empower 30-member team to design and revitalize the Biltmore Brand Portfolio consisting of 100 merchandise collections within all categories for 13 Retail Locations.
- Maximize the essential product strategies and creative initiatives to equip The Biltmore Company to unlock its next wave of short-term and long-term growth in products while delivering innovation, increased value, and new businesses to the organization.
- Inspire collaborative relationships with local and internal teams as well as external agencies to provide creative brand support in the development process and execution of Biltmore's worldwide portfolio.
- Orchestrate unique customer experience for Biltmore Estate, stores, merchandise, resort hotels, and consumer products.

Drive and execute global business strategy building merchandise categories to communicate compelling and cohesive stories while capitalizing on key industry trends.

THE WALT DISNEY COMPANY - WALT DISNEY IMAGINEERING, Orlando, FL 2016-2019

In Global Brand and Product Creation, delivered authentic storytelling and high quality, innovative product to consumers throughout all global retail channels (Worldwide Parks, Resorts, Cruise Ships, Stores, and eCommerce) while enhancing the overall guest experience and capturing growth in large-scale, \$200M+ global businesses.

- Reimagined the business by refocusing categories of merchandise into meaningful collections tied to the stories.
- Led product strategy, design, development, and assortment creation for multiple categories of business.
- Partnered with cross company divisions to drive up front trend POV, identify future areas of growth within franchises and across product categories, and ensure correct SKU depth and investment to support highest sell-through unlocking future value and increasing market share for our company globally.
- Deepened relationships with guests and continued to bring the magic of Disney into the daily lives of families and fans globally by staying focused on strategic priorities while creating authentic products and experiences.
- Partner cross-functionally to ensure proper segmentation versus competition.
- Drove growth and increased financial performance to grow business year-over-year.
- Defined clear direction and approach to distinctly articulate and influence team and partners to push business to the next level by emphasizing quality, innovation, and level of excellence.

Conceptualized development of one holistic global product line identifying commonality and ensuring delivery of commercial strategies.

LUMINEX HOME DECOR & FRAGRANCE COMPANY, Plymouth, MA 2013–2016

As Director, Global Product Design & Development, set global creative vision and strategy for a direct-to-consumer company and leading marketer of home décor and fragrance distributed in 23 countries across North America, Europe and Asia via direct selling and marketing channels, catalog, and eCommerce.

- For the first time, created worldwide cohesive direction for Luminex while reducing budgets by 24% and redefining seasonal creative processes including trend/color, design and development, 3-dimensional retail/story, and final catalog and web design.
- Implemented worldwide marketing direction for North America, Europe, Australia, and Mexico.
- Traveled extensively globally to execute product, trend, and color development. Directed and led high-performance cross-functional team in design and product development to ensure competitively dominant merchandise brand assortments while enhancing customer satisfaction by meeting demographic needs.
- Generated \$500M in cumulative sales, driven by expansion in sub brand product development and innovation.

PROFESSIONAL EXPERIENCE

CLAIRE'S STORES, INC., Hoffman Estates, IL 2011–2012

As Director, Global Merchandise, led creative design, and new businesses for the Claire's and Icing brands, offering compelling, focused assortments of fashion trend-right accessories and jewelry.

- Propelled added foot traffic to stores, delivering sales growth +18% in seasonal category businesses.
- Built comprehensive value proposition, positioning Claire's as a fashion authority and fun destination.

CLAYMICHAEL CREATIVE, LLC 2007–Present

As Creative Director, parlay strength of brand and product development for top retail, entertainment, and publishing companies. Develop and launch merchandise collections and retail entertainment properties, act as strategic business resource in marketing and media, licensing, and brand management.

Product Design and Development – GRAND AMERICA HOTELS & RESORTS (2010–Present)

- Developed and merchandised products for Five Diamond Grand America Resort & Spa and other properties.
- Completed new boutiques, igniting +57% sales increase in new stores and +35% in overall hotel sales.

Creative Direction | Featured Columnist – HOFFMAN MEDIA (2009–2011)

- Spearheaded changing look of 9 magazines, including Taste of the South, Paula Dean, and Victoria.
- Boosted sales +12% by modernizing publications to attract readership and propel Food Network's stars.

Product Development and Retail Design – THE WALT DISNEY FAMILY MUSEUM (2007–Present)

- Liaise between The Walt Disney Company and The Walt Disney Family Foundation to address all necessary artistic criteria and requirements of content, surpassing aggressive sales goals of \$1M+ during first operating year.

SEARS HOLDING CORPORATION, Hoffman Estates, IL 2006–2007

As Vice President, Home, directed merchandising and design teams, including sourcing and packaging.

- Boosted sales +9% in first year.
- Restructured 11 brands and focused future brands, including Martha Stewart, accounting for \$15B+ in sales.

MACY'S INC. | MAY CO. DEPARTMENT STORES INTERNATIONAL,, St. Louis, MO 2004–2006

As Design Director, Home, crafted targeted brand profile defining key customers and created dual synergy of attracting younger May Store customers and drawing younger audience to House Beautiful magazine.

- Drove all merchandising and creative aspects of \$12B home category business.
- Conceptualized and designed 60 hand-mixed colors as basis for 1500-item launch in 400 stores.

NEIMAN MARCUS, New York, NY and Dallas, TX 2000–2004

As Design Director, spearheaded design, development, sourcing and merchandising of proprietary home decor products for the first time and achieved +4% gross margins and 80% merchandise exclusivity.

- Impacted \$36M+ in collection revenue gains through managing inventories, sales, margins, and budgets.
- Introduced global trend and vendor sourcing trips, delivered consistent visual design statements and product offerings across stores, eCommerce, and direct by developing and implementing seasonal color/trend programs.

EARLY CAREER PROFILE

Vice President, Consumer Products | METRO-GOLDWYN-MAYER, Los Angeles, CA | 3 years

Manager, National Marketing & Sales | THE WALT DISNEY COMPANY, Orlando, FL | 7 years

Director of Marketing, Retail | UNIVERSAL STUDIOS, INC., New York, NY and Los Angeles, CA | 2 years

EDUCATION

Bachelor of Science – Business Administration | Marketing | Design

SAMFORD UNIVERSITY, Birmingham, AL

