

High Impact Chief Merchandising & Digital Officer
Executive Leadership | Product Development | Strategy | Culture Ambassador

Career Highlights

- Developed and implemented product, pricing, and e-commerce strategy of high-growth franchise retail concept
- Increased revenue by 300% (60M-300M) by driving long-term strategy and management for key product category
- Lead Strategic Company Initiatives that resulted in revenue generating new product line, improved customer experience, optimized e-commerce, digital and in-store presence, proprietary design tool and reporting suites
- Created, implemented, and managed proprietary global product offerings; supply chain management, patent strategy and in-home services, developed 2 flagship, exclusive, and patented product lines from concept to launch
- Harvested 24M through COGS reduction project; led project in partnership with Boston Consulting Group

Skills & Abilities

- Category and Pricing Strategy
- Visual Merchandising
- Digital and Omni-commerce
- Demand Forecasting
- Financial Analysis
- Global Supply Chain Management
- Project Management
- Negotiation
- Cross Functional Team Leadership
- Leadership & Team Building
- Culture Ambassador
- Vendor Relationships

Career Experience

Buff City Soap, Dallas, TX

June 2020 – November 2022

\$250M+ annual revenue; 270+ retail locations and online

Reported to Chief Executive Officer

Chief Merchandising & Digital Officer

- Led product, pricing, merchandising and e-commerce strategy of high-growth Franchise retail concept where all inventory is produced in-store; built strong foundation to support store growth from 20 to 260+ stores in 2-year span.
- Responsible for digital transformation; inclusive of overall ecommerce strategy, site design, merchandising and fulfillment; deep partnership with internal teams and external vendors to drive traffic, profitability, and conversion.
- Drove change management of transition to centralized merchandising strategy; developed assortment and pricing approach grounded in data analytics and customer insights; Developed multi-faceted strategy to maximize revenue and profitability to capitalize on differentiators; rationalized SKU count by 85% resulting in 8X increase in productivity. Implemented codified pricing structure that improved competitive position and drove double-digit GM\$ increase.
- Concepted, developed, and launched successful new product strategy to drive profitable revenue growth and new customer acquisition, inclusive of business case, unit economics, test scope, packaging, marketing, and training.
- Created holistic visual merchandising strategy and planogram implementation to drive sales, gross margin, inventory productivity, resulting in a 30% increase of product capacity on sales floor. Developed SKU forecast groundwork and product reporting suite to drive visibility and support quality decisions.
- Member of Executive Leadership Team and thought partner to all levels of leadership; developed company Purpose and Value statements with implementation plan and cultural working groups.
- Cross-organizational partner to steer strategic objectives and achieve metrics; including development of matrixed calendar to manage process and initiatives.
- Passionate culture ambassador that creates highly effective, collaborative, and empowered teams. Started an ERG and spearheaded workshops to foster leadership development at all levels.
- Cultivated and maintained strong franchisee relations to drive sales, unit economics and optimized performance through leadership, collaboration, communication, and support.
- Mentor, train and develop direct reports and team members; provide opportunities to leverage strengths and consistent feedback to improve on opportunities.

The Container Store, Coppell, TX**October 2004 – June 2020**

\$915M+ annual revenue; 93 retail locations, B2B, online and 2 distribution centers

*Reported to President, Chief Merchandising Officer***Vice President of Merchandising - Custom Closets, October 2017 – June 2020**

- Established long-term strategic direction and management for key product category representing 35% of company revenue (300M+ annual sales); 75%+ consolidated Gross Margin.
- Lead for 5 Strategic Company Initiatives; established objectives and priorities, cross-functional working teams, success metrics, project cost assessment, risk mitigation plan and project deliverable dates.
- Business Owner Custom Closets (3 exclusive product lines); 4.5 annual cost turn on 2000+ SKUs component-based system; drove product expansion, long-term strategy; cost and retail positioning, supply chain optimization, vendor partnerships, continuous process improvement; developed and implemented proof of concepts.
- Developed, sourced, and launched an exclusive, patented mid-tier custom closet line (Avera™); drove positioning and strategy and positioning; vendor industrialization, created and implemented merchandising, pricing, fulfillment, communication, and end-user strategies.
- Business Owner Proprietary Design Tool concept to launch to create organization solutions for end-users; partnered with cross-functional team incorporating Agile and Pivotal; extensive end-user testing; partner with store training and leadership teams for in-store integration.
- Partnered with key technology vendor (Salesforce) on go-to-market strategy and continuous process improvements to drive sales, reduce friction in the selling process to improve customer experience.
- Collaborated with VP of Merchandising Initiatives, VP of Real Estate and merchandising teams for new store concepts, store design and product integration by department.
- Managed direct reports and multiple cross-functional working teams to execute strategic initiatives.

Senior Merchandising Director, January 2016 – October 2017

- Collaborated with C-suite and executive team to create short- and long-term strategies for product categories; 250M+ annual sales, 75%+ consolidated Gross Margin; managed buyer/assistant buyer team
- Business Owner Proprietary Closet Systems; developed and managed 2 globally sourced 1550+ SKU component product lines; created long-term strategic merchandising initiatives including launch strategies; QA for product assortments, competitive research, reporting and supply chain management.
- Project Lead for Boston Consulting Group merchandising initiative; COGS reduction, harvested \$24M over 9 months; negotiated pricing and vendor RFPs; ensured assortment and sourcing, consumer value and brand repositioning.
- Partnered with CMO to implement proof of concept for different product lines; collaborated with EVP of Stores to develop end-user sales process, CRM sales tools, product, and sales training.

Senior Buyer, June 2013 – January 2016

- Responsible for six departments \$290M annual sales, 2 buying teams, 40% company revenue; aligned initiatives to company objectives as company prepared for IPO
- Led new project initiative for an exclusive custom manufactured luxury built-in solution to Custom Closets category (Laren™); developed steering team and working team structures; drove strategy, positioning, and sourcing; negotiated vendor contracts; created and implemented merchandising, pricing, training, communication, and end-user strategies.
- Business Owner elfa® closet/home solutions and Laren™ (200M); managed vertically integrated globally manufactured and sourced component system; developed global patent strategy in partnership with IP attorney.
- Managed Buying teams for Closet (60M) and Gift Packaging, Box and Christmas (30M); developed and implemented strategies, sourcing, pricing and assortment direction for private label dense categories and seasonal goods

Buyer, January 2006 – June 2013

- Interacted weekly with C-suite executives; created and analyzed reporting requirements for business trends; partnered with Finance on sales and gross margin strategies, foreign currency hedging and international business.
- Business Owner elfa® closet/home solutions (150M) and Proprietary Design Tool for in-store/online end-users; product development, vertically integrated manufacturing, supply chain management and training; vendor negotiation; developed intercompany pricing model and electronic ordering process; implemented John Galt forecasting.

- Business Owner Closet and Hooks (50M); private label strategies, product development and management; managed assistant buyer and planner; partnered with marketing/online teams on campaign strategies and product launches; partnered with merchandising teams for in-store displays and signage.

Merchandise Systems Analyst, October 2004 – January 2006

Reported to Merchandise Systems Director

- Developed store level sales forecasting process; partnered with Finance; reworked sales goal process, developed and executed merchant focused reporting to analyze sales, inventory and profitability at store, department, and SKU levels; MicroStrategy developer and super user; Project Lead - Dollar Per Customer initiative.

Early Work History

JCPenney – Sr. Merchandise Planner, Diamond Fashion, Plano, Texas

February 2001-October 2004

Zale Corporation – Assistant Buyer, Semi-Precious, Irving, Texas

January 2000 – February 2001

Education

- University of North Texas, Denton, Texas - Bachelor of Business Administration

Memberships & Volunteer

- Board of Directors, elfa® International AB Sweden (SEK1041M); 3 manufacturing entities, 8 sales companies; worldwide distribution in 30+ countries: 2013-2020
- University of North Texas College of Merchandising; Advancement Board Member: 2021-present
- University of North Texas; Alumni Engagement Steering Team: 2019-present
- Women in Retail Member: 2020-present
- Salesmanship Club of Dallas Scholarship Committee: 2021-present
- Momentous Institute Mentor: 2017-present
- Kappa Kappa Gamma Province Director of Chapters: 2009-13; Member of Alumnae Association: 2002-present
- Camp C.O.P.E Volunteer: 2006-2012