



EXPERIENCES • ERAs 1995-2023

INTRODUCTION

Our collaborative group incorporates the “Best of the Best,” specializing in the most important areas of expertise necessary to fulfill the vision whose concept began with Janis Des Rosiers, expanded into reality with everyone playing a role with their skills, expertise and talents. Today, Creative Endeavors is the totality of vision and direction of everyone involved, who participated from the heart.

Highlights

- Strategic Planning & Acquisition Management
- Intellectual Property Development & Management
- Relationship Building
- New Product & Service Development
- Team Development & Management of Support Services: Marketing, Sales, Multimedia

Strategy Development

- Proven track record as a pioneering and visionary business woman.
- Proven trend prediction and program development.
- Seize on implementing innovative trends
- Implemented innovative and first position commerce models.

Global Expertise

- Corporately trained while climbing the ladder.
- 300 percent increase in sales for Parfums Givenchy over-seeing a 700-member merchandising staff and development of new products and promotions. The position of the company within the retail market was #27 and went to Top #3.
- Set goals and implemented successful concepts with startups: restaurants, Indian Earth Cosmetics, California Cotton Company, MCM Group Inc., Creative Endeavors.
- Part of core teams that developed joint endeavored divisions for U.S. market product launches.
- Trade/liaison representation for U.S. companies in Europe.
- Understanding of global politics and economics.

Team Building and Campaigns

- CEC Partners Brands
- Creative Endeavors aka “The Brand”
- Launched one of the most successful campaigns in cosmetics in the last 20 years for Givenchy's Ysatis.
- Developed a product line and packaging launched nationally with Sophie Dior, Xeryus men's fragrance.
- Setup multiple promotions and campaigns and developed marketing teams across the country.