

JEREMY JOSEPH MOSER

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DESIGN / CREATIVE LEADER

Global Design ▪ Product Innovation ▪ Business Development

Repeated success in growing revenue, strengthening brand positioning, and cutting costs.

Entrepreneurial strategist with 25+ years of leadership and design experience including broad industry expertise and a talent for influencing employees at all levels of an organization. Out-of-the-box thinker offering unique fresh perspectives, leveraging extensive background in the beauty industry (skincare and cosmetics) and additional successes in pet products, action sports, and home goods. Innovative problem solver, equally comfortable in start-ups, rapid-growth, or Fortune 500 companies.

Core Competencies include:

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|--------------------------|----------------------|--------------------------|
| ▪ Merchandising Displays | ▪ Brand Positioning | ▪ Metrics & Analytics |
| ▪ Retail Fixture Design | ▪ New Product Design | ▪ Process Reengineering |
| ▪ Strategy Development | ▪ Budget Management | ▪ Team Leadership |
| ▪ Project Management | ▪ E-commerce Models | ▪ Social Media Marketing |

CAREER HISTORY

SUESS ELECTRONICS, Appleton, WI

2025 to 2025

Business Development / Lead Generation

This pivotal role at Suess Electronics is designed to significantly impact sales growth by meticulously identifying, qualifying, and nurturing prospective leads for our advanced electronic products and solutions. As an integral part of the sales team, I am responsible for forging initial connections, assessing client needs, and cultivating relationships that translate into tangible business opportunities. My approach involves a blend of strategic market research, proactive outreach, and leveraging extensive professional networks, including my roles as a Chamber of Commerce Ambassador and a Non-Profit Board Member, to not only generate high-quality leads but also enhance overall brand visibility within the community.

- Develop strategies for lead generation via research, networking, cold calling, and industry events.
- Assess potential leads based on requirements, budget, and decision-making authority.
- Build lasting prospect relationships through consistent communication and information sharing.
- Coordinate with the sales team to schedule appointments and track the sales process.
- Accurately record all lead and sales activities in the CRM system.
- Leverage community roles to build brand awareness and foster new business relationships.

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THRIVE ARCHITECTS, Milwaukee, WI

2024 to 2025

Creative Director / Designer / Business Development

Thrive innovatively structured a role that strategically leveraged my unique talents to achieve organizational objectives. Within this capacity, I directed all encompassing Marketing functions, including website management, social media engagement, and print material production. Furthermore, I provided integral support to the team through the creation of 3D renderings for massing studies and diverse architectural projects. Concurrently, I proactively cultivated expansion opportunities by engaging in strategic networking and fostering relationships with allied industries.

- Spearheaded standardized RFP process, mitigating redundant efforts and ensuring timely project completion.
- Revitalized branding with a comprehensive corporate communication & style guide.
- Led website refresh to align with the new company Brand Book.
- Orchestrated highly successful targeted mail campaigns, securing several large projects.
- Actively engaged in professional networking events, introducing brand capabilities to industry leaders.
- Ensured client satisfaction on 3D rendering projects, consistently exceeding expectations.

VANDE HEY COMPANY, Appleton, WI

2022 to 2024

Director of Business Development & Product Innovation

Directed brand recognition, service expansion, and financial growth for a premier landscape design business, collaborating with leaders and sales teams to capitalize on market trends.

- Revitalized product offerings by introducing new categories and expanded assortments.
- Launched successful pop-up location, creating a new revenue pipeline and gaining competitive advantage.
- Modernized outdated business culture and policies, enhancing brand image and presence.
- Served as a trusted liaison to company leadership, fostering clear operational expectations.
- Introduced a global, "west coast" mindset, driving innovation into longstanding company practices.

HOURGLASS COSMETICS, Venice, CA

2015 to 2019

Director of Global Visual Merchandising & Store Design

Recruited by rapidly expanding global cosmetics company and charged with building merchandising function by establishing all systems, processes and budgets. Led internal team and oversaw 15 vendors to manage 22 fixture designs, 31 unique 'shop-in-shops,' and 2 flagship doors for 1,000 global locations. Controlled \$11M budget.

- Played a key role in 100%+ growth of company, from 500 to 1,000 retailers during tenure.
- Transformed department performance—eliminating missed deadlines and clearing work backlog in 6 months.
- Reduced costs 15% by cutting vendors 50%, streamlining workflow, and implementing new inventory practices.
- Slashed reporting time from 30 to 4 minutes by automating data collection with cloud-based survey software.
- Led massive global store fixture rebranding—updating 800 stores, including 400 Sephora outlets in 9 months.
- Sourced new materials that reduced costs 20% and accelerated door growth production 50%.

Early Career:

Director of Visual Merchandising - MURAD SKINCARE, El Segundo, CA

Director of Creative & Fixture Design - NORTH AMERICAN PRODUCTS, Corona, CA

Director of Marketing & Creative - DERMANEW, Beverly Hills, CA

Director of Visual Merchandising – Purebeauty, Encino, CA

Planogram Coordinator – Robinson's May, North Hollywood, CA

EDUCATION

AA, Fashion – Institute of Design and Merchandising, Los Angeles, CA

ADDITIONAL CREDENTIALS

Computer Skills:

Microsoft Office, Adobe InDesign, Smartsheet, SketchUp, MacOS

Professional Affiliations:

Member of Retail Design Institute RDI

Bikes for Kids Wisconsin, Board Member

Fox Cities Chamber - Ambassador

Awards/Recognition:

Silver award - A.R.E for store design, Murad

Murad Store on the cover of VMDS magazine

Hourglass Store reviewed in DesignRetail magazine

MVP award for product design - REDBOOK Magazine

Winner of 4 Pet Product News International Editors' Choice Awards in 2008

Winner of 2 Cat Fancy Magazine Editors' Choice Awards in 2008

Interests:

The Movie RAD, Vintage BMX bikes, home improvements (carpentry), mountain biking, skateboarding