

LEONARD C. SIMONE, GJG

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PRODUCT DEVELOPMENT / GEMSTONE SOURCING EXECUTIVE

Accomplished, goal-oriented executive with 20 years of proven success leading product development, international sourcing, production, distribution, marketing and operational initiatives for global gemstone and jewelry companies. Graduate Gemologist and Graduate Jeweler Gemologist with exceptional product knowledge, extensive international contacts and strong familiarity with Asian markets. Top sales performer with a strong track record for increasing sales and profits, forging long-lasting relationships with customers, developing new business opportunities and providing superior customer service. Skilled manager, motivator, negotiator, troubleshooter and international liaison. Excellent leadership, organizational, analytical and interpersonal skills. Advanced speaking proficiency in Thai.

CORE COMPETENCIES

- Product Development
- International Gemstone Sourcing
- Quality Control
- Operations Management / Administration
- Sales & Sales Management
- Clienteling / Customer Relationships
- Hiring, Training, Managing, Motivating Staff
- Customer Service & Satisfaction
- Leadership / Team Building
- Global Contacts
- Manufacturing, Production, Distribution
- Negotiations / Strategic Partnerships
- New Business Development
- Budgeting / P&L
- Troubleshooting / Problem Solving
- Marketing Programs & Initiatives
- Leadership / Team Building
- Reports & Presentations
- International Liaison
- Product Knowledge

PROFESSIONAL EXPERIENCE

HSM JEWELRY (HIN SUAI MAAK CO., LTD.) – Bangkok, Thailand

September 2015 – Present

Subsidiary company of The Shane Co. USA. Jewelry manufacturer and sourcing for The Shane Company and Western Stone and Metal Ltd. USA located in Gemopolis Praves, Bangkok.

Assistant Managing Director

Responsible for the day to day manufacturing production management and administration of the factory. Scheduling production and identifying as well as solving production problems on a daily basis. Tracking orders through the factory, making sure components and stones are delivered when expected, and making sure the quality control standards are executed. Continue to develop a company culture by meeting with all departments and working towards a common goal set forth by the company. Coordinate with Product Development and the Production Team assuring that models and samples are made in a timely fashion and finished samples meet customer expectations.

Key Achievements:

- ✓ Increase production output on a monthly basis
- ✓ Production Output was 13.09% higher from 2015, achieved this with less production employees at the same time spending less saving in Salaries and Overtime from the previous year.
- ✓ Restructure the workflow for production and product development in the factory.
- ✓ Setting up new system for costing in the factory.

GALLIANA CREATIONS CO., LTD. – USA, New Jersey - Bangkok, Thailand

May 2011 – April 2015

Sales Manager

Responsible for management and administration of the Bangkok office, including order tracking through the factory, quality control, domestic stone purchasing. Continue to develop a customer base with regard to orders and product development. Work with in-house designers with regard to customers new and ongoing product development projects.

Key Achievements:

- ✓ Complete the installation and implementation of the Tamuz computer system.
- ✓ Setting up new systems and structure within the factory as well as the administration and sales department.

PROFESSIONAL EXPERIENCE (CONTINUED)

MASCIO INTERNATIONAL CO. LTD. – Bangkok, Thailand

January 2005 – May 2011

Managing Director, Founder

Responsible for management and administration of the Bangkok office, including order tracking, quality control processing with local Thai jewelry manufacturers, domestic stone sales and purchasing, and sourcing and servicing for international companies in Asia. Hire in-house designers to design for specific customers.

Key Achievements:

- ✓ Established a customer base with brand name international companies, such as Mouboussin in France.
- ✓ Generated high-end stone sales to Europe and Russia in excess of USD \$1 million per year.
- ✓ Developed exclusive stone cutting designs for customers to enable them to create new sample lines.

LEO WOLLEMAN (THAILAND) LTD. – Bangkok, Thailand

January 2003 – January 2005

Managing Director, Bangkok Office

Opened and directed all operations at the Bangkok branch office, serving the Asian sourcing requirements of Leo Wolleman Inc., New York, and its sister company, Color Craft. Main responsibilities included sourcing rough stones, estimating, tracking and quality control processing. Also oversaw local Thai manufacturers for domestic stones and contract jewelry production. Hired and trained staff for all departments.

Key Achievements:

- ✓ Built the company from one employee to 25 in three years.
- ✓ Built domestic and international stone sales to USD \$500,000 per year.

INTERCONTINENTAL JEWELRY

SOURCING & SERVICES (FAR EAST) LTD. – Bangkok, Thailand

January 1996 – January 2003

Product Development Manager

Managed the company's new design products from two-dimensional drawings through the model making process. Oversaw sampling, costing and distribution for all sample ranges worldwide. Directed four Thai designers and coordinated all design projects for the company. Also dealt with designers in England and Australia.

Key Achievements:

- ✓ Increased Product Development staff from two to 11.
- ✓ Outlined and developed with computer programmers an automated design selection system where designs were voted on by our offices as well as customers, with the most popular designs moved on to the model making and sampling processes.
- ✓ Planned and developed with computer programmers an automated product development system encompassing the complete specifications of all new product.
- ✓ Outlined and developed with computer programmers a system for tray and slot location of all samples in all ranges so that samples could be found and expedited quickly and efficiently.
- ✓ Negotiated and worked with factories to increase model capabilities from 25 models up to 150 models on a monthly basis.

PRANDA JEWELRY PUBLIC CO. LTD. – Bangkok, Thailand

November 1992 – January 1996

Marketing Manager (January 1994 – January 1996)

Managed construction of a newly built factory in Bien Hoa, Dong Nai Province, Vietnam, and planned marketing strategies for local and international markets. Served as company liaison to Vietnamese workers training to produce jewelry in the Bangkok factory and helped them make the transition back to Vietnam.

Key Achievements:

- ✓ Was part of the selection process in hiring the Vietnamese staff and placed them in the appropriate departments depending on their skills.
- ✓ Worked with Project Manager on factory layout and establishing flow chart for production, policies and procedures for the factory once it opened.

LEONARD C. SIMONE, GJG • PAGE 3

PROFESSIONAL EXPERIENCE (CONTINUED)

Quality Control (*November 1992 – January 1994*)

Oversaw the quality control process for U.S.-based customers such as HSN and QVC. Trained Thai staff and helped them understand the specific concerns and quality requirements for each U.S. customer.

Key Achievements:

- ✓ Implemented customers' QA Procedural Manuals and translated customer requirements for the Thai staff.
- ✓ Worked closely with U.S.-based customers (i.e. HSN) to introduce new stones and worked with marketing and sales to find appropriate jewelry for TV sales in the United States.
- ✓ Originally hired as a Manager Trainee; was sent to Bangkok to work and train in the factory for one year, after which the company decided I was more important to them remaining in Thailand and working on their behalf.

J.E. CALDWELL & CO. – Philadelphia, PA

May 1992 – November 1992

Retail Sales

Responsible for cross-departmental sales, clienteling and customer service. As one of the only gemologists on staff, allocated time amongst the three major departments within the company: diamonds, estate jewelry and watches. Also wrote appraisals for walk-in customers.

EDUCATION & TRAINING

GEMOLOGICAL INSTITUTE OF AMERICA – Santa Monica, CA

December 1989 – January 1991

- Graduate Jeweler Gemologist (GJG)
- Graduate Jeweler (GJ)
- Graduate Gemologist (GG)

ST. JOSEPH'S UNIVERSITY – Philadelphia, PA

August 1986 – May 1988

- Studied Marketing and Food Marketing

REFERENCES AVAILABLE UPON REQUEST