

SENIOR-LEVEL: MERCHANDISING - PRODUCT DEVELOPMENT - SALES

PROFILE

- **Seasoned merchandising and product development professional** with over 15 years' experience.
- **Proven leader** in managing product sold through online, catalog, retail, events, and rep sales forces.
- **Driven by passion to** consistently bring new, unique, and profitable products to market.
- **Determined negotiator** to ensure best pricing, product, and value.
- **Creative initiator** of promotions and collateral materials to market products and increase sales.
- **Dedicated mentor** showing leadership, compassion, guidance, and quality performance to team members in order to positively impact the organization.

AREAS OF EXPERTISE

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|--------------------------------|----------------------------------|------------------------|
| - Product Management/Marketing | - Inventory Management | - Competitive Analysis |
| - Product Development/Sourcing | - Merchandising | - Event Management |
| - Vendor/Customer Relations | - Cost Reduction/Expense Control | - Strategic Planning |
| - Project Management | - Team Leadership/Motivation | - Sales & Training |

CAREER HISTORY

Speedo USA, a PVH Corporation - Cypress, CA

2015-Present

Leading swimwear company focused on innovative technology and trend-setting style.

Account Executive, West Coast - Team Dealer Division

Manage all aspects of Team Dealer accounts with the primary objective of establishing strong relationships and exceeding sales goals.

Key Responsibilities

- Present seasonal product lines and purchasing programs to eighteen retail accounts.
- Forecast, manage, secure, and report orders, profitability results, and retailer's open to buy.
- Manage two Team Sales/Sports Marketing Representatives.
- Attend events within the territory; propose product, lead on-site merchandising, and track sales.

Adolph Kiefer and Associates/Kiefer Swim Products - Zion, IL

1999 – 2012, 2014 - 2015

Direct marketer, manufacturer, and distributor of aquatics equipment and apparel.

Senior Director of Product Management & Retail

2014-2015

Director of Purchasing, Team Sales & Events

2004-2012

Event Marketing Manager

2000-2004

Internship

1999-2000

Responsible for all product selection, product viability, and sales growth.

Key Responsibilities

- Continuously introduce new products for the Kiefer product line; oversee all purchases.
 - Forecast, stock, and monitor inventory.
 - Negotiate pricing, special offers, and marketing initiatives with suppliers.
 - Supervise product lifecycles.

- Work directly with domestic and overseas manufacturers to create, develop, test, and purchase Kiefer brand and distributed products.
- Manage product merchandising for tradeshow, event, and retail efforts.
- Manage and maintain company relationships with industry partners; negotiate and fulfill major sponsorship packages with key organizations and clients.
- Analyze and react to market trends and activity.
- Oversee and actively participate in Team Sales initiatives and special projects.
- Collaborate with in-house marketing team to create and execute cross channel campaigns and promotions.
 - Produce the Kiefer catalog, providing product selection, pricing, copy, and layout direction.
 - Recommend special offers and sale pricing; devise customer contests to promote sales.
 - Manage Kiefer photoshoots.

Medline Industries - Mundelein, IL

2012 - 2014

Manufacturer and distributor of medical equipment and supplies.

Product Manager - Capital Equipment, Interiors Division

Plan, organize, and control Capital Equipment product line through product life cycle to optimize revenue contribution and meet growth objectives.

Key Responsibilities

- Generate new product ideas, determine market viability, and secure appropriate suppliers.
 - Identify and implement product improvements for Medline brand items.
 - Analyze competitor products and develop strategies to compete with those products.
- Bring new products to market by negotiating pricing with suppliers, providing design concepts and feedback during development, write and revitalize manuals, and forecast sales.
- Manage processes to develop, launch, and track promotions.
- Optimize product information in marketing materials.
- Provide high-level support to sales reps through presentations, onsite visits, and marketing materials.

SKILLS

- ERP platforms to optimize stocking levels for sales, distribution: SAP, Oracle CRM, Sigma Commerce, Sigma Controller+ by Fifth Gear, iQuest by Abacus
- Manufacturer E-Commerce Sites: RepSpark B2B (buyer & rep side), Plum River B2B (buyer side)
- Google Docs
- Microsoft Word, Excel, and PowerPoint

EDUCATION

- **University of Wisconsin-Parkside**, Kenosha, Wisconsin
Degree: Master of Business Administration
Graduated: May, 2002 - GPA: 3.66/4.0
- **Carthage College**, Kenosha, Wisconsin
Degree: Bachelor of Marketing & Business Administration, with emphasis in English
Graduated: May, 2000 - GPA: 3.723/4.0, Magna Cum Laude

ACTIVITIES

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|----------------------------------|-----------------|---------------------|
| • US Masters Swimmer, Triathlete | WI, IL, OR | June 1999 – Present |
| • USA Triathlon All American | Nationwide, USA | 2009 – 2015 |

