

SR. MANAGER OF PRODUCT MANAGEMENT/MERCHANDISING

Experience

Internet Brands, Inc. December 2008 to Current Sr. Manager of Product Management/Merchandising
Berkeley, CA

- Leads the product management team in Marketing, responsible for over \$500M in ancillary revenue for travel products. Manages the product development roadmap to include business cases and prioritization, working with technology and strategic planning teams. Innovates and develops new product features and programs to enhance current product assortment. Oversees P/L responsibility for four programs, managing marketing funds, resources and costs of materials. Partners with teams across the organization as well as third party providers to collaborate on new product development and management of current programs. Negotiates contracts to secure funding and revenue commissions for programs. Lead team of seven managers, providing leadership opportunities and training and development programs.

Lehigh Valley Hospital & Health August 2007 to December 2008 Director of Promotions & Merchandising
Pen Argyl, PA

- Primary business stakeholder for IT projects involving hotel merchandising and promotions; responsible for prioritizing requirements and managing trade off decisions based on budget, timeline, and business objectives. Responsible for online merchandising strategy, managing seasonal supply and demand curves throughout the year to maximize sales. Collaborate with User Experience group to design new website pages, emails, and customer communications; heavily involved in customer research activities to determine optimized customer experience and design execution (usability labs, focus groups and research). Lead the guest reviews team as part of the updated brand strategy, in support of customer advocacy to build brand trust. Develop financials (P/L) and responsible for selecting, delivering, and managing relationships with advertisers; recent gas promotion with Walmart was the first fully paid co-sponsorship and resulted in a triple digit revenue increase compared to previous years.

Food City August 2005 to August 2007 Sr. Manager of Promotions
Harrison, TN

- Developed the first annual promotions calendar, representing nearly 100 promotions, driving incremental revenue in the first year.
- Created the hotels.com summer gas promotion resulting in year over year revenue increases for three years running.
- Hired and trained a merchandising team that works with over 100 members on the supply team to leverage rates and inventory for key promotions.

Petco January 2004 to August 2005 Online Marketing Manager
Farmington Hills, MI

- Managed +\$100 million marketing budget with online portal sites.
- Developed annual sales plan and budget.
- Negotiated annual contracts to maximize sales and profit goals.
- Supervised and trained Marketing team of 4 to merchandise retail promotions on portal websites.

Jcp.com, JC Penney, Inc September 2000 to January 2004 Internet Planner
City, STATE

- Managed website content for \$17 million Women's Apparel business.
- Developed and executed marketing plans for new contemporary clothing brands.
- Negotiate directly with suppliers on product, price, and logistics for Internet channel, launching the first online Prom shop for jcp.com.
- Coordinate tri-channel activity among retail, catalog, and Internet to launch nationally advertised brands such as Delta Burke.

JC Penney, Inc January 1999 to September 2000 Inventory Analyst
City, STATE

- Managed inventory estimates, flow and customer service levels for \$200 million Catalog Dress business.
- Charter member of JC Penney proprietary Inventory Reporting system development and project team.
- Assisted buying teams in analysis and planning for Dress assortment.

Stage Stores, Inc November 1996 to December 1998 Store Merchandiser
City, STATE

- Developed merchandise unit assortment plan for \$7 million Dress business.
- Collaborated with buying teams to develop the merchandise assortment for over 400 stores.
- Built plans for over 200 new store openings in 1997.

JC Penney, Inc May 1995 to November 1996 Merchandise Manager
City, STATE

- Buyer of \$4 million women's apparel business.
- Led cross-functional team in development of Holiday-Peak best practices assessment and process improvement project.
- Managed 14 sales associates meeting sales goals and profit.

Education

Loras College 1995 Bachelor of Arts : Marketing/Management City , State GPA: Graduated Cum Laude Marketing/Management Graduated Cum Laude

Skills

brand strategy, budget, Catalog, com, contracts, customer service, product development, driving, features, financials, focus, functional, funds, Inventory, leadership, logistics, managing, marketing plans, marketing, materials, merchandising, works, new product development, Peak, process improvement, product management, profit, promotion, Reporting, research, retail, sales, strategy, strategic planning, website, websites, website content

Professional Affiliations

2013 Volunteer of the LUV recipient at Southwest Airlines Co. 2012-2015 Member of DFW Leadership Board, ADA