**Frank La Roux**

Glen Rock, New Jersey 07452

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**Executive leadership**

**Sales Performance – Merchandising – Store Operations**

Accomplished senior executive offering unique international perspectives coupled with demonstrated expertise in all aspects of, sales management, merchandising, business development, team building, store operations, marketing and administration. Extensive C-level luxury experience includes national sales manager wholesale and manufacturing / product development, combined with executive decision making and goal setting.

* Experienced in maximizing sales while also driving cost reduction initiatives and optimizing the bottom line.
* Influential communicator offering superior interpersonal skills to build strong teams motivate individuals to excel in all endeavors and lead productive negotiations.
* Decisive, analytical professional with extensive experience in store operations, sales management, inventory and expense control, and P&L performance, Additional areas of expertise include:

B to B and B to C Sales Performance •Team Building & Leadership • Multi Store Operations • Negotiations & Consensus Building • Operational Enhancements • Organization & Priority-Setting • C-Level Interactions • Margin improvements • Merchandise Procurement • Product Sourcing (Domestic & Foreign Manufacturers) • Inventory Turn

Profitability Initiatives • Market & Product Line Extensions • Cost Saving Initiatives • Quality Control

**PROFESSIONAL EXPERIENCE**

**AMDEN JEWELRY, INC., LOS ANGELES, CA • MAY 2015 – PRESENT**

Fully Integrated Diamond Fashion Jewelry Manufacturer

**Sales Manager**

Responsible for selling and establishing Amden Jewelry, Inc as a viable resource for diamond bridal and fashion lines. Marketing to and calling on top independent retail jewelers on the east coast with current concentration on NJ-PA-CT. I have been able to open a number of high profile accounts in this market and continue to grow and strengthen our relationships with constant feedback and positive communication.

**DORA INTERNATIONAL, PINE BROOK, NJ • 2012 – 2015**

USA division Turkish Wedding Ring Manufacturer

**President**

Directed all USA operations including sales, merchandising, and marketing with emphasis on growing independent

retailer account base. Re-invigorated the Dora name among US retailers by exhibiting in all USA trade shows as well as qualifying for and getting accepted into large retail buying organizations. Designed new advertising campaign as well as developed new Platinum Guild Innovations award winning collection. Opened over 90 new accounts in last 24 months and increased business and unit sales across the board. Worked with designers to develop and produce two individual items that won the Platinum Guild Innovations Award at JCK Las Vegas last two years in a row.

**SUBERI BROTHERS, LLC NEW YORK, NEW YORK • 2011 – 2012**

USA division of Indian Jewelry Manufacturer

**Vice President Sales and Merchandising**

Responsible for all sales and product development for all bridal classifications including, Engagement rings, Bridal sets, Anniversary rings, Fashion Diamond bands, Guard rings, Contour bands and Men’s Diamond bands. Directly responsible for achieving sales goals, new business development, putting together sales plans and product presentations to major retailers across the USA. Currently developing direct business with all smaller and mid-size chains throughout the US as well as growing our business with all existing major chains.

**VERIGOLD, inc. New York, New York • 2010 – 2011**

USA division of Indian Jewelry Manufacturer

**Vice President**

Responsible for all product analysis and development for all bridal classifications including, Engagement rings, Bridal and Trio sets, Anniversary and Fashion Diamond bands, Guard rings, Contour bands and Men’s Diamond bands. Researched and developed off shore resources in India, Thailand, Hong Kong and Mainland China. I am directly involved with sales, putting together sales plans and product presentations to major retailers across the USA. First year results established the company as a viable bridal resource and doubled sales volume.

**SunDiamond USA, Inc., New York, New York • 2006 – 2009**

*$10 million division of a $100 million diamond manufacturer and marketer based in Belgium.*

**Vice President**

Provide day-to-day leadership for all aspects of US-based operations selling to the top Independent Retailers in the US. Supervise 5 Sales Representatives and 4 office administrators. Maximize sales growth using a proactive approach and motivating sales representatives to excel. Established relationships and memberships in major international buying clubs, CBG, BIG, RJO. Lead selection processes and oversee merchandise manufacturing to facilitate order fulfillment. Ensure continual growth of branded diamond products by leading efforts to gain market share and creating comprehensive sales promotions. Deliver support and advisement to enable retail accounts and sales to achieve their goals.

**Selected Contributions:**

* Collaborated with the London-based marketing department to drive the market launch of a new, exclusive branded Princess of Hearts diamond product.
* Surpassed all first year sales projections by 50%.
* Built an integrated manufacturing department from the ground up to support outside shops and retail customers.
* Bolstered sales and improved gross margins significantly by optimizing the performance and efficiency of in-house merchandising programs.
* Recommended the “Princess of Hearts” brand name, which has elevated the visibility of the product line and gained wide acceptance from industry retailers.

**EMA RAMA, New York, New York • 2004 – 2006**

*$5 million division of $90 million diamond manufacturer and marketer based in Israel.*

**President**

Spearheaded daily operations and supervised all areas of the New York City office. Traveled frequently with sales representatives to deliver compelling presentations to retail clients. Oversaw all areas of manufacturing, which involved extensive travel to Asian-based factories to identify the best sourcing options. Fostered mutually-beneficial relationships with companies in India, Thailand and Hong Kong, and China. Introduced merchandise programs.

**Selected Contributions:**

* Strengthened the company’s market share, positioning it a formidable resource for diamonds to US-based retail and wholesale customers.
* Laid the groundwork and built the company’s first US-based office, which included identifying and hiring top talent to represent each market area in the country.
* Extended the wholesale business by establishing a wholesale sales division.
* Cemented the company’s presence in the US market by proactively hiring sales representative.
* Accompanied major US Chain store merchants to the Tel Aviv office to build advantageous relationship and promote the sales experience; the initiative was highly successful.

**LID, inc. New York, New York • 2003 – 2004**

Finished Jewelry Division of largest Israeli Diamond Company

**Director of Merchandising**

Responsible for all product analysis and development for all diamond jewelry classifications including, Engagement rings, Bridal and Trio sets, Anniversary and Fashion Diamond bands, Guard rings, Contour bands and Men’s Diamond bands. Researched and developed off shore resources in India, Thailand, Hong Kong and Mainland China. Worked directly with company owned factory in Vishakaputnam, India training and guiding all aspects of product development. Directly involved with sales representatives establishing short and long range sales plans and developing product presentations to major retailers across the USA. Established relationships with retailers building exclusive products to their specifications.

**Am-Gold Products, New York, New York • 1996 – 2003**

*$40 million division of a $900 million company that manufactures finished jewelry and bridal products.*

**National Sales Manager**

Personally responsible for sales to 15 major US companies, overseeing merchandising and product development. Provided recommendations in regards to marketing, display and sales ideas to target companies. Traveled extensively to customer sites to conduct product presentations. Kept abreast of the latest industry trends and informed retailers of new innovations. Provided leadership and direction to 3 merchandising account managers and 2 geographically dispersed sales reps (Chicago and Los Angeles).

**Selected Contributions:**

* Boosted sales volumes from $10 million (previous to hire date) to nearly $20 million in a 3 year period.
* Performed comprehensive inventory analysis to identify gaps and improvements in turn and gross margins.

**Friedman’s Inc, Savannah, Georgia • 1993 – 1996**

*National retail jewelry chain with over 450 stores in the southeast parts of the US.*

**Vice President**

* Ensured that essential merchandise categories were in the stores to achieve daily sales goals by implementing their first-ever key item assortment.
* Increased sales for these categories by over 50% ($150 million in total) in the first year.
* Introduced multiple new initiatives, including the minimum / maximum inventory plan for SKUs across all stores, as well as a new sales analysis and replenishment program.
* Enhanced annual gross margins for 3 consecutive years as a result of improved sourcing and cost analysis.
* Slashed the time to replenish in-store, out-of-stock times (from 14 days down to 3 days) on all major items by making key changes to the distribution flow.

**ADDITIONAL CONTRIBUTIONS**

**Sterling / Kay Jewelers, Akron, Ohio**

*National retail jewelry chain with over 1000 stores across the US.*

**Vice President**

* Elevated margins by over 5 points on roughly $80 million in volume by founding the direct import program for corporate gold classifications from Italy.
* Performed at optimal levels, consistently achieving top ranking in the divisions in relation to sales increases, gross margins, inventory turn and expense control.
* Generated over $50 million in volume first year sales via the development and introduction of high end branded merchandise assortment for top stores (The Classique Collection).

*Additional roles included overseeing daily store operations for a 10-store territory with sales volume of $20 million serving as* ***District Manager*** *for* ***Bailey Banks and Biddle****. Details provided on request.*

**PROFESSIONAL DEVELOPMENT & TRAINING**

**Extensive Coursework in Diamonds, Pearls and Colored Gemstones**

Gemological Institute of America Diamond

*Details provided on request.*