
Senior Executive and Strategic Advisor

Two decades of eight figure annual revenue growth for leading beauty and fashion brands across global retail markets

Business leader with history of disrupting stagnant categories by identifying hidden opportunities and transforming them into sales driving channels. Experience in leading sales, design, merchandising, manufacturing, production, distribution, marketing and financial teams to successful outcomes in both wholesale and retail environments.

Career Experience

Strategic Advisor

SOLE PROPRIETOR (May 2013 to present)

Served as a strategic advisor for independent brands including Luminous, Ela Rae and Adrianna Papell

- *Advised **Luminous**, a luxury lash & beauty spa, on launching national e-commerce platform and pre-investment activities.*
- *Improved **Ela Rae** organic revenue growth potential by expanding the product distribution network from specialty stores to department stores.*
- *Launched **Adrianna Papell** – women's sportswear collection. Designed customized business plans and counseled through implementation to ensure the accomplishment of KPIs.*

Diana Vreeland Parfums

Executive Vice President of Sales & Chief Operating Officer (May 2015 to May 2018)

Created and executed an aggressive sales and marketing program in a highly competitive luxury fragrance industry.

- *Built the business from the ground up expanding from the U.S. to 30 countries and 150 retail and wholesale sales distribution points.*
- *Achieved \$2M in organic revenue within the first year of joining team.*
- *Launched a dynamic and differentiated brand that successfully catered to a niche market.*
- *Turned around underperforming fragrances by developing and executing more effective retail sales plans that resulted in a 20% improvement in retailer sell-through from the original product launches.*
- *Exceeded all new product launch goals attaining between 5-20% retailer sell-through increases in the season.*

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Andrew Marc (Gordon Brothers / G III Apparel Acquisition)
PRESIDENT/EXECUTIVE VICE PRESIDENT (July 2005 to March 2013)

Managed the Men's & Women's Outerwear, Dresses, and Accessories product lines.

- *Increased* annual wholesale revenue by 55% with strong bottom line profitability.
- *Achieved* growth for eight consecutive years.
- *Developed* and successfully launched the direct-to-consumer channel resulting in \$3,200,000 at high profit margins.
- *Expanded* the product brand from one to eight categories.

Calvin Klein Better Sportswear/GAV
VICE PRESIDENT OF SALES (June 2003 to June 2005)

Led sales for Calvin Klein Women's Better Sportswear Career, Petite, and Casual Collections.

- *Created* a strategic sales plan that resulted in exceeding first year wholesale goals by 15% at \$7.5M in sales in 150 points of distribution.

Donna Karan New York
VICE PRESIDENT OF SALES (August 2002 to March 2003)

Directed sales for Donna Karan Collection Men's and Women's Apparel, and Accessories.

- *Increased* wholesale sales by 25% by leading the execution of a global distribution expansion plan.

Giorgio Armani Corporation
VICE PRESIDENT OF SALES (November 1999 to June 2002)

Headed sales for Giorgio Armani Borgonuovo Men's and Women's Apparel and Accessories.

- *Achieved* an \$11M sales increase up to \$63M within one year.