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## Senior Sales & Operations Executive | COO

Two decades of excellent organizational and leadership abilities | Aptitude for decision making and problem solving | Strong interpersonal and communication skills

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Forward-thinking, multidisciplinary executive and business leader with 20+ years of experience spearheading operational and cultural transformations, maximizing bottom-line savings and driving profitability. Leverages solid expertise in all facets of operations with demonstrated success developing and executing strategies, standardization and efficient process improvements. Approachable, trustworthy and charismatic leader that excels in building high performing teams. Extremely sales, service and financially driven, with a proven track record to design, orchestrate and improve customer experiences across the complex range of customer interactions. Consistently focused on accelerating growth, working directly with the front-line teams knowing that harnessing the power of these employees is critical to the success of the organization.

## Career Experience

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Owner & Co-Founder  
Blueprint Beauty & Wellness (January 2020 – present)

*Work with founders, investors and leadership to uncover, implement and execute opportunities for building sustainable businesses. Implement business/operational strategies and superior high touch customer experience training programs.*

- Client focused leader assisting in developing brand strategy/rebranding ([Golden Sky Naturals](#)) ([Lidia May](#))
- Position brand for capital investment/purchase ([SCRUBD](#)) sold 6/2021
- Build client relationships and expand partnerships - all
- Identify new business opportunities ([Luminous](#))
- Deliver financial objectives.
- Create best in class customer experiences at all points of interaction.
- 3PL service from home office.

Clients include: Lidia May Bags & Accessories, Luminous, SCRUBD and Golden Sky Naturals.  
<https://www.blueprintbw.com>

Strategic Advisor  
SOLE PROPRIETOR (May 2013 to January 2020)

*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 platforms 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.

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**Diana Vreeland Parfums**

Chief Operating Officer &amp; Executive Vice President of Sales

(May 2015 to May 2018)

*Created and executed an aggressive sales, operations 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 the 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.
- Scaled operations for growth by procuring and overseeing third-party logistics partners in New York and Amsterdam.
- Improved team/vendor relationships and implemented executable time and action calendars.
- Restructured all operations for efficiency to improve bottom line.
- Recruitment and staffing for all departments
- Responsible for training the teams and cultivating a healthy, professional work environment.

**Andrew Marc (Gordon Brothers / G III Apparel Acquisition)**

PRESIDENT/EXECUTIVE VICE PRESIDENT

(July 2005 to March 2013)

- 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 &amp; CUSTOMER EXPERIENCE

(June 2003 to June 2005)

- Created and executed a strategic sales plan that resulted in exceeding first year wholesale goals at \$60M in sales in 150 points of distribution.

**Donna Karan New York**

VICE PRESIDENT OF SALES &amp; CUSTOMER EXPERIENCE

(Aug 2002 to Mar 2003)

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

**Giorgio Armani Corporation**

VICE PRESIDENT OF SALES &amp; CUSTOMER EXPERIENCE

(Nov 1999 to June 2002)

- Achieved an \$11M sales increase up to \$63M within one year in Giorgio Armani Borgonuovo.

**RETAIL STORE MANAGER**

- The Gap – 86<sup>th</sup> & Madison, NYC and 59<sup>th</sup> & Lexington, NYC
- Macy's Executive Training Program & Area/Department Manager Herald Square, NYC