



Multifaceted product & project manager, designer & developer with complete life cycle management acumen — strategizing, merchandising, sourcing, production. Proven record bringing new products to market, reducing operating expenditures, increasing revenue, developing & coaching teams. Known for cross-functional team building, procuring, maintaining & expanding merchant, buyer & supplier relationships.

EXPERIENCE

MORBRANDS / LAD GLOBAL (KS) - PD&D DIRECTOR (2015 - 2018)

- Created & managed multi-channel programs through, Marketing, Merchandising, Branding, Graphics, Technical & Packaging.
- Developed & managed UAE government product & domestic school programs.
- Developed "Best Practices" policy for international factories.
- Managed internal / external creatives, sourcing agents & factory representatives.
- Partnered w/Merchandising, Sales & Sourcing to define costs & maintain GM goals.
- Designed & worked with developers on company websites.

GAP, INC. (SAN FRANCISCO, CA) - PD&D CONSULTANT (2011 - 2014)

- Advised & managed company wide transition to "Global" product strategy.
- Developed product, technical & packaging for North America, Europe & Asia.
- Partnered w/Merchandisers & Factories to define costs & maintain GM goals.

SIMPLYSHE (SAN FRANCISCO, CA) - PD&D DIRECTOR (2008 - 2011)

- Created & managed North American, South American & European product campaigns.
- Partnered w/Merchandisers, Sales, Buyers, Sourcing & Factories to maintain GM goals.
- Analyzed emerging market trends, consumer demand & competitors.
- Managed packaging & branding dept., established T&A calendar, system flows & budgets.
- Developed POS materials, corporate trade show collateral & directed photo shoots.
- Built vendor relationships—allowed to create proprietary art for seasonal programs.

MERVYNS (SAN FRANCISCO, CA) - PD&D MANAGER (2003 - 2008)

- Awarded "Most Improved IMU" all years.
- Developed internal "Fast-Track" process for reducing lead times on new product launches.
- Streamlined concept to production calendar.
- Traveled to factories for problem solving resolutions.

EDUCATION

FIT NEW YORK, NY

- AAS- DESIGN

COLUMBIA COLLEGE COLUMBIA, MO

- BA - BUSINESS ADMINISTRATION
- MINOR - MERCHANDISING

ALLIED BUSINESS SCHOOL LAGUNA HILLS, CA

- REAL ESTATE APPRAISAL



EXPERTISE

PLM SOFTWARE

ILLUSTRATOR, PHOTOSHOP

INDESIGN, DREAMWEAVER, MUSE

PRE-PRESS PRINT & PRODUCTION

MULTI-COUNTRY SOURCING

SUPPLY CHAIN MANAGEMENT

CLIENTS

3M

AMERICAN EAGLE

BONDO

BONGO

CARLOS SANTANA

CUT THROAT GOLF

FILA

FULL TURN DIRECT

JC PENNEY'S

KOHL'S

LOUIS RAFAEL

MENARDS

MOSSIMO

PECTO

PETSMART

ROSS

SAFEWAY

SIMPLY SMARTGIRL

TARGET

WALMART

WOLFGANG'S VAULT

X-GAMES

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