
 SUMMARY

SENIOR MERCHANDISING PLANNING EXECUTIVE with retail and consumer banking experience in the Consumer Product Industry. Expertise in merchandising, devising and executing end-to-end, award-winning plans for new product introduction, brand activation, and rapid multimillion-dollar revenue growth.

GLOBAL BUILDER who builds cross-functional teams, leverages technology, elevates market share and profit margins, delivering continuous improvements, reversing downturns, and moderating inventory levels.

MULTI-CATEGORY STRATEGIST optimizing product mix, defining profitable pricing structures, and building/reviving brand image. Excels in forecasting, marketing, competitive research, training, new product development, and product positioning. Thrive in high-pressure, dynamic competitive conditions.

BA ,Mathematics & Economics from **Fordham University**.

Received *NOVA Award for Breakout Growth* and the *Navigator Award for Winning with Commercial Edge* from Avon.

Conversational in Italian.

 SELECTED ACCOMPLISHMENTS

Generated \$11M turnaround for Fragrance team. Team sales fell below expectations. Recognized opportunity to reverse decline. Benchmarked Canadian counterparts, implementing their success strategies. Increased sales \$6M two weeks into first stock-up. Re-launched program after six months, generating \$5M in additional revenue.

Drove 52% sales growth in footwear category. Company projected third-quarter revenue shortfall. Collaborated with product development team to create a margin-supportive product, providing value to the consumer and profitable results for Avon. Improved competitive stance in category. Won NOVA Award for Breakout Growth.

Sparked \$8M growth in non-core accessory sales. Promotion of non-beauty products faced image challenges. Identified need to market line on prime real estate in brochures. Led marketing and creative teams to create trend-right products promotions. Launched Try-the-Trend campaign, receiving company Navigator Award.

Grew holiday season revenues \$12.2M with special event. Company sought to capitalize on soaring children's market. Led internal marketing teams, promoting products with Mattel Toys and Sesame Street characters. Increased seasonal sales, using Elmo and Big Bird to advertise children lines.

Produced \$13M revenues with new product launch. Avon sought to gain market share in lipstick segment. Identified opportunity to develop first non-transferable lipstick line. Collaborated with Packaging and R&D, developing concept and product. Launch realized \$7M in first 30 days and \$6M on re-launch in slow sales period.

Improved team service metrics 19%. Non-Beauty Team service was rated poor. Partnered with Commercial Marketing to mitigate issues. Implemented demand planning and risk mapping across all non-beauty categories. Modified inventory levels on low-confidence, high-risk products. Improved services ratings to acceptable levels.

 CAREER HISTORY

Avon Products, \$10B producer of cosmetics, fragrances and non-beauty accessories.

Senior Forecasting Manager, Recruited in 2009. Managed five business units, spanning manufacturing, direct sales, and distribution of jewelry, watches, apparel and accessories, with revenues to \$700M. Evaluated financial and marketing impact for 26 annual merchandise campaigns. Ensured optimal procurement spend.

Senior Merchandising Manager, 1998-2009. Developed merchandising programs, collaborating with internal groups on collateral, campaigns, and promotions for a \$300M apparel, accessory, and foundation division.

Senior Sales Forecaster, 1996-1998. Responsible for analyzing merchandising and marketing campaign plans, category launch events, and sales data to identify gaps, business risks, and emerging opportunities.

Previous: Steady promotions from **Senior Product/Costing Analyst** to **Merchandising Planner**, Color Cosmetics – PLC and **Merchandise Planning Manager**. Previously: Assistant Treasurer and Costing Analyst, Chase Manhattan Bank. Financial Analyst, Manufacturers Hanover Commercial Corp.