

Profile

An executive with extensive international omni-channel accomplishments and broad functional experience in consumer and B2B channels including operations, HR, finance, merchandising and general management. Proven record of profitably leading and growing direct marketing businesses. Extensive financial background, bilingual in German and English, and recognized as an effective communicator with diverse stake holders.

Professional Experience

EDDIE BAUER GMBH, Munich, Germany**2015 – 2020**

A subsidiary of PSEB Holdings; Pac Sun Eddie Bauer is a leading marketer of outdoor apparel and related products with annual sales of \$1.1 billion sold via e-commerce, catalogs, 370 Eddie Bauer stores and independent international distributors. Eddie Bauer GmbH is a 100% subsidiary with an annual turnover of \$15 million generated by direct to consumer sales in the DACH region.

Managing Director

Full P&L responsibility for Eddie Bauer GmbH; responsible for direct marketing, e-commerce, advertising, finance, merchandising, IT / BI, human resources and operations.

- Established sales channels for e-commerce through the introduction of three additional marketplaces (Zalando, Amazon, eBay) and achieved a 50% growth rate in e-commerce.
- Developed and implemented a European organizational structure that reduced the fixed costs by 45% in 6 months.
- Successfully introduced a new ERP (SAP BUS1) and integration of a new 3PL.
- Repositioned Eddie Bauer brand to "Active Outdoor" from "Missy Sportswear" focus.
- Drove digital growth through customer acquisition and advertising reducing reliance on printed media.

LANDS' END EUROPE, Mettlach, Germany and Oakham, England**2013 – 2014**

A subsidiary of Sears, Lands' End is a \$1.8B premier marketer of apparel and related merchandise through e-commerce, catalogs, 290 Sears department stores, and free-standing international locations. Lands' End Europe is a wholly owned subsidiary with annual sales of \$194M selling apparel direct-to-consumers across Europe.

Interim Managing Director

Full P&L responsibility for all aspects of the Lands' End business in Europe with operations in Germany, UK, Austria and France. Responsible for direct marketing, e-commerce, creative, finance, catalog production, advertising, PR, merchandising, inventory, HR, IT, operations, and a workforce of up to 1000 employees.

- Launched Lands' End Brand in Russia through wholesale agreement.
- Designed and implemented a centralized EU organization structure, eliminating 15% of overhead in 3 months.

ADLER VERTRIEBS GMBH & CO. WERBEGESCHENKE KG, Saarbrücken, Germany**2011 – 2012**

A privately held family business with sales of \$200M selling promotional items to small and medium sized companies utilizing outbound sales and e-commerce channels.

Managing Director - Europe

Full P&L responsibility for the Adler business in Europe and the Middle East. Responsible for direct marketing, outbound sales, e-commerce, advertising, finance, IT, HR and operations.

- Launched e-commerce, print, and field sales channels
 - Introduced catalogs, inserts, and modified existing print media to drive e-commerce and inbound sales with a 200% growth rate
- Launched subsidiary in UAE and Saudi Arabian markets achieving \$1M in incremental revenue
- Led team of 900 sales representatives generating \$100M in sales.
- Reorganized management structure, developing independent EU based leadership team

With sales of \$500M and 70 years in business, Harry & David is a premier direct marketing and e-commerce company in the gourmet gift business.

Vice President – Corporate Sales

Full P&L responsibility for all aspects of the Corporate Sales division. Responsible for direct marketing, e-commerce, creative, finance, advertising, PR, HR and operations.

- Maintained Corporate customer retention at 70% year over year in downturn economy by:
 - Creating B2B specific catalog for the first time in 15 years, mailed to 30,000 customers and 4.5M prospects;
 - Doubling outbound consultative selling contacts to existing customers and by developing a method to email customer's order history in Excel;
 - Designed and developed software empowering sales people to determine acceptable pricing in real time to close sales.
- Led up to 70 sales representatives generating \$35M in sales.
- Established marketing strategy, structure, and methodology to accommodate B2B customers and as foundation for Corporate Sales growth;
 - Established new promotional products for newly developed distribution channel and merchandising strategy;
 - Accelerated trend towards internet platform and e-commerce.
- Established team of 40 field representatives in less than two months. Collaborated with CEO for project specifications, teamed up with HR to recruit and train the team, and liaised with Creative to develop specific marketing materials.

LANDS' END EUROPE, Oakham, England

2005 – 2008

A wholly owned subsidiary of Lands' End Inc. with annual sales of \$211M selling apparel direct-to-consumers across Europe.

Managing Director

Full P&L responsibility for all aspects of the Lands' End business in Europe with operations in the UK and Germany. Responsible for direct marketing, e-commerce, creative, finance, catalog production, advertising, PR, merchandising, inventory, HR, IT, operations, and a workforce of up to 1200 employees.

- Delivered EBITDA of \$25 million in 2006 (12% EBITDA/Revenue).
- Increased European revenue by \$5 million to \$211 million in 2006 by refining product assortment.
- Drove e-commerce channel share from 18% in 2005 to 28% in 2007 by successfully increasing opt-in email subscriptions and subsequent contact strategy in addition to SEO improvements.

LANDS' END GERMANY, Mettlach, Germany

1997 – 2004

A wholly owned subsidiary of Lands' End Europe with annual sales of \$150M selling apparel direct-to-consumers.

Managing Director

Responsible for start-up of Lands' End business in Germany. Selected by corporate headquarters to establish and grow Lands' End brand in the German market. P&L responsibility and leadership of all business functions with up to 450 staff.

- Exceeded marketing, sales, and general management targets with revenue growth from \$0 to \$150 million by 2005, including profitability in 2nd full year and surpassing one million customers in 7th year. Achieved Lands' End all-time record for divisional EBITDA margin rate in 2005 with 15.8% (EBITDA/Revenue).
- Developed excellent management and staff team through new recruitment and retention strategies, and instilling unprecedented customer service orientation throughout the organization. Maintained lowest recorded employee turnover rate of any division in Lands' End (<4%), and voted "#1 Company to Work for" in Germany by the employees in the 2005 Great Place to Work Survey.
- Launched e-commerce in Germany in 1999. Grew it to a 16% channel by 2005.
- Developed and implemented long range strategic plans for German-speaking markets in Europe and acquired necessary corporate facilities to accommodate growth.
- Successfully managed business through currency declines of over 50% (Euro/US \$ 1997-2002) while continuing to improve profitability.
- Implemented lost-sales recovery program to recapture missed sales opportunities, achieving \$4M in revenue at over 50% variable profit rate.

LANDS' END INC., Dodgeville, Wisconsin

1993 – 1996

Corporate Headquarters for all international Lands' End businesses including up to 8000 employees in call centers, distribution centers, marketing and finance. Home division sales of \$70M.

Product Manager – Home Division (1995-1996)

Developed and positioned new products for sale in bath, top-of-bed and window coverings business.

- Total revenues of \$15M.
- Negotiated pricing, and selected vendors for product manufacturing.
- Established drop ship custom window program developing a positive float for all transactions in this area.

Business Analyst – Home Division (1993-1995)

Designed and developed merchandising databases for business decision making purposes.

- Developed comprehensive customer acquisition plans to support financial growth and profit objectives.
- Responsible for divisional budgeting and financial projections.
- Instituted new pre-press production system which reduced advertising costs by approximately \$500,000 per year resulting in a 6% improvement in EBITDA margin rate.

SIEMENS NIXDORF INC., Boca Raton, Florida and Tustin, California

1989 – 1992

A wholly owned subsidiary of Siemens Nixdorf AG Germany, selling and servicing large mainframe laser printers.

Manager Business Administration

Reported to Director of Business Administration for \$200 million subsidiary of Siemens AG.

- Managed staff of six, reporting monthly financial results for service sector of the business with annual revenue of \$80M.
- Conducted productivity and profitability analysis of different laser printer product lines and developed service pricing strategy which led to an additional \$4M in service revenue over a three-year period.
- Assessed impact and approved all price changes made to revenue generating contracts.

GRANT THORNTON, LLP, Madison, Wisconsin

1984 – 1988

Grant Thornton is a top 10 public accounting and consultancy firm based in the US.

Senior Accountant

Planned and supervised a wide variety of audits, with up to five staff accountants, for manufacturing, government, service and not for profit client organizations with revenue up to \$50M.

- Initiated use of computerized audit software in client organizations.
- Evaluated client needs for specialized tax and consulting work and established appropriate programs.

Education

University of Wisconsin, Madison, Wisconsin

Master of Science – Finance (Honors Graduate)

University of Wisconsin, Madison, Wisconsin

Bachelor of Business Administration – Accounting

Accreditations

Certified Public Accountant (CPA)

Certified Financial Planner (CFP)