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CEO / COO / DIVISION PRESIDENT

Global Growth Strategies / Startups / Turnarounds / Brand Repositioning / Major Accounts / P&L / eCommerce / Alliances / Merchandising / CRM / Operations / Service Logistics / ROI / International Expertise

An innovative, revenue-generating executive, I initiated winning strategies to drive year-over-year sales/profits for industry-leading **Eddie Bauer, Lands' End, Adler, Harry & David** and **Siemens**. I built lucrative global revenue channels, employing direct marketing and e-commerce savvy to boost long-term growth in B2C and B2B sectors. My transferable skills include:

- **Developing successful strategic marketing and sales initiatives**
- **Building, leading, and motivating superior multi-functional management teams**
- **Innovating processes and expanding profitability**
- **Maximizing ROI**
- **Communicating proactively to all enterprise stakeholders**
- **Leveraging global experience in European and North American markets**
- **Maximizing customer Life Time Value**

With a Masters in Finance and Bachelor in Accounting, I have supplemented my credentials with additional studies in strategic marketing and sales as well as eCommerce technology. Regarded as an inspirational leader, I excel in highly competitive market niches. Fluent in English and German. **CPA** and **CFP** credentials.

Distinctive Accomplishments

Repositioned Eddie Bauer brand. Under German ownership since the mid 90's, Eddie Bauer's positioning in Europe had digressed away from its active outdoor roots. Adopted US product line and advertising and transitioned from Missy Sportswear to Active Outdoor product assortment. Simultaneously moved to digitally driven business while minimizing loss of legacy customer base. Expanded channel presence via extensive marketplace expansion. Maintained EBITDA result throughout implementation of new ERP, 3PL, brand repositioning and organizational changes.

Launched Russian business and corrected imbalanced financials. Faced with 3 years of declining sales and the lowest profitability in over 10 years, was brought in by Lands' End to "right the ship". Launched Lands' End in Russia through wholesale agreement with Quelle. Designed and implemented a centralized EU organization structure, eliminating 15% of overhead in 3 months.

Established new marketing programs to combat sales erosion. The company's revenue base was reliant on a stale, expensive and deteriorating sample and call-back model. Introduced catalogs, inserts, and modified existing print media to drive e-commerce and inbound sales with a 200% growth rate. Launched Adler in UAE and Saudi Arabian markets with \$1M incremental revenue.

Increased revenues during major economic downturn. Direct sales were in severe decline due to the recession. Initiated marketing strategy to grow client base, complete with first-time B2B-specific catalog. Used new CRM package to maintain 70% YOY client retention rate and increased annual division revenues by \$23M.

Initiated aggressive strategy to maximize long-term growth. The B2B division had always focused its sales efforts on outbound telemarketing campaigns, leaving key areas of the US untapped. Implemented an outside sales program, developing a superior field sales team that targeted 12 major cities and generated \$500K in revenue in just six weeks.

Directed successful startup. Due to exceptional performance in US, selected to launch a subsidiary in Germany. Devised superior marketing strategy, instilling total commitment to service quality to complement company's stellar product reputation. Achieved 65% YOY retention rate, driving annual sales from \$0 to \$150M with record EBITDA.

Generated significant increase in service revenues. The company lacked a comprehensive service program for its mainframe laser printer line, leading to an increase in customer complaints as the company grew market share. Designed program to consolidate service contracts for all US customers. Added \$2M to annual revenues while enhancing customer satisfaction.

Career History

Managing Director, Eddie Bauer GmbH, 2015 to 2020. Repositioned Eddie Bauer brand in DACH region after 2014 buyback from German parent. Transitioned from Missy Sportswear to Active Outdoor focus. Simultaneously moved to digitally driven business with declining print advertising focus. Expanded channel presence via extensive marketplace expansion. Maintained

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EBITDA results throughout implementation of new ERP, 3PL, brand repositioning and organizational changes. Full P&L responsibility.

Interim Managing Director, Lands' End Europe Ltd., 2013 to 2014. Tapped to course correct a deteriorating European division coming off a historic low performance in 2012 with sales of \$194M and 7.7% EBITDA margin. Launched the brand into the Russian market, reorganized structure eliminating 15% of fixed overhead, liquidated excessive aged stock, refocused advertising spend towards digital. Full European P&L responsibility.

Managing Director, Adler Vertriebs GmbH & Co. Werbegeschenke KG, 2011 to 2012. Full P&L responsibility for the Adler business in Europe and the Middle East. Led 900 personnel with a \$49M advertising budget, established e-commerce, print and field sales channels. Divisional revenue of \$110M. Built European management team replacing former US based team.

VP Corporate Sales, Harry & David Holdings, 2008 to 2010. Led 70-person sales/support team, devising and implementing successful strategic sales and e-commerce campaigns for \$500M gourmet gift company's B2B direct marketing BU. Achieved superior client retention rates/revenues during major recession.

Lands' End Inc. - \$1.8B subsidiary of Sears, marketing a wide array of consumer apparel to global customer base.

Managing Director, Lands' End Europe, 2005 to 2008. Full P&L accountability for the German and UK businesses. Oversaw 1200 personnel and \$40M budget, boosting e-commerce channel share by 10% in one year and achieving record revenues of \$211M. Optimized ROI through exceptional management of all facets of daily operations.

Managing Director, Lands' End Germany, 1997 to 2004. Selected to launch German BU. Built 450-person team, utilizing \$25M budget to generate \$150M in annual revenues. Achieved an all-time record for divisional EBITDA at 15.8%. Grew e-commerce channel to \$24M, 16% of total annual sales. BU was voted the #1 company to work for in Germany in 2005.

Product Manager and Business Analyst, Lands' End USA in \$70M Home Division.

Manager, Business Administration, Siemens Nixdorf, 1989 to 1992. Reporting directly to Business Administration Director for \$200M Siemens AG subsidiary, oversaw finance/administration for \$80M service sector. Increased revenues \$2M per year and bolstered customer satisfaction by enhancing service contract program.

Outside interests include golfing, jogging, and travel.