

Sales Director

Top-performing leader with 40+ years of retail sales and operational management experience. Professional sales consultant with proven track record of generating \$5B in sales revenue.

Demonstrated ability to provide thought leadership to achieve targets with keen focus on advancing corporate strategic mission and vision. Gained international recognition as a best-selling published author. Innovative leadership style; expert at leading and influencing high-performing teams to ensure peak performance. Instrumental in formulating and implementing robust strategies to optimize processes and drive business/revenue growth. Articulate communicator continually focused on building and nurturing professional relationships at all levels with strong attention to process detail. Remarkable efficiency in attaining impressive outcomes in both fast-paced and dynamic environments. Technically proficient in MS Office Suite, SAP, Kepler Analytics, Kronos, and Epicor.

Core Competencies

- Sales Management & Optimization
- Strategic Planning & Execution
- Business/Revenue Growth
- Team Leadership & Direction
- P&L Administration
- Continuous Process Improvement
- Customer Engagement
- Issue Identification & Resolution
- Recruiting & Training

Key Accomplishments

- Boosted sales and customer service metrics, covering double-digit increase in sales during COVID-19 pandemic by developing and leading high-performing teams.
- Implemented regional initiatives to enhance customer engagement, with emphasis on one-on-one interactions, resulting in stronger relationships, amplified sales, and increased return business.
- Spearheaded recruitment and training for multiple organizations with keen focus on advancing corporate mission and vision.

Professional Experience

Hanesbrands – Aurora, OH

2017 to Present

General Manager, Aurora Premium Outlets

Monitor entire customer experience by reviewing online shopping from mobile device, browser, and in-store; optimize sales and add value for clients by integrating all aspects. Increase brand marketability, foster culture of brand ambassadors, and drive sales by implementing new staffing structure for permanent and seasonal hires.

- Boosted bra sales by up to 3% and improved customer engagement by providing one-on-one tutoring to female customers, especially during pandemic with strong focus on ensuring compliance with COVID-19 safety policies.
- Oversaw day-to-day operations, merchandising, marketing, and sales initiatives for \$1.5M marketer of everyday basic innerwear and activewear across 15 brands of apparel in outlet setting.
- Improved key performance indicators (KPIs) by delivering effective training to new staff members, such as mitigating shrinkage to less than 1%.
- Established and fostered effective merchandising culture throughout store, resulting in appealing visual floor sets and an increase in units per transaction (UPT) from 2.2 to 3.4.

New Horizons 3 L.L.C. – Wallkill, NY

2012 to Present

Managing Partner

Identify potential investment opportunities by conducting in-depth market research, financial analysis, and site inspections; collaborate with contractors on total remodels as needed. Direct operational functions of real estate investment organization, covering assessing and promoting property development potential and maintaining expenses within P&L expectations.

TUMI – Woodbury Common Central Valley, NY

2014 to 2016

General Manager, Flagship Outlet

Ensured high levels of performance by leading day-to-day operations and staff. Coordinated and implemented effective strategies to improve efficiency and drive business/revenue growth. Developed and sustained professional relationships at all levels. Identified problems and resolved complex issues to fulfill requirements.

- Generated \$13M in annual revenue by overseeing operations and staff for luxury travel flagship store and offsite warehouse; ensured detailed KPI reporting by utilizing multiple technical tools.
- Boosted DPT by up to 7% aimed at increasing UPTs within each transaction and formulating and managing internal contests, resulting in 12% growth in conversion.
- Added and enhanced visual packing props for luggage demonstrations, resulting in 3% increase in conversion metrics; concept implemented across all A+ doors.
- Analyzed customer trends and discovered increase in Mandarin-speaking customers; hired and trained five Mandarin-speaking sales associates who directly contributed to 4.3% increase in sales year over year.

Avenue' by Redcats – Nanuet, NY Store Manager

2011 to 2012

Designed and implemented comprehensive turnaround strategies for location, covering key initiative to recruit and train multiple assistant store managers and sales associates with strong focus on advancing corporate strategic mission and vision. Enabled smooth running of workflow by streamlining day-to-day activities.

- Improved KPIs, including a shrink decrease from 4.2 to 2.5 (largest improvement in region) and an increase in customer satisfaction scores from 55% to 89% within the first year, putting the district ahead of the competition.
- Spearheaded ladies plus size operations with 20 sales, operation, and management associates that generated \$3.2 M; exceeded all financial objectives and performance metrics, including expense control and inventory loss prevention by providing effective supervision to team members.

Additional Experience

Store Manager

Dressbarn Inc. – Nanuet, NY

Northeast Area Manager

Villeroy & Boch – Woodbury Common Central Valley, NY

National Sales Manager

Bijoux Givenchy / Bijoux Nina Ricci – NYC

National Showroom Manager

Kirks Folly – NYC

District Manager

Lane Bryant – NYC

Education

Courses Toward Bachelor of Arts (BA), English Education & Communications

Cleveland State University – Cleveland Ohio

Affiliations

Board of Directors

Amore House