

PROFESSIONAL SUMMARY:

- **Product Engineer & Team Leader**
- **Product Line Manager/Merchandiser**
- **Process & Tool Creator & Implementer**
- **Cross Department Collaborator**
- **Team Renovator**
- **Innovation Commercialization**

Apparel Creation Director with 20 years of technical development, value engineering, margin improvement, innovation commercialization, and strategic planning. Inspiring leader creating vision, engaging and motivating cross-functional teams to exceed business goals. Extensive knowledge in technical performance apparel and accessory construction, spec, costing, sourcing. Unique, well-rounded manager also possessing experience in: line architecture, product line management, and merchandising.

EMPLOYMENT:**4/2014-Present****LAMworx, LLC, www.lamworx.com Owner/Doer**

Freelance Apparel Merchandising, Development, Commercialization.

Stio®, <http://www.stio.com/>

-Improved margin by an average of 10 points/style through resourcing garments of one category. On-boarded long-term factory partners.

-Size Chart, POM, and graded Spec study and update, improving fit quality and consistency throughout product line.

-Consulted on overall line planning, color, design, fit, construction, and sourcing.

Sync, <https://www.syncperformance.com/>

-Efficiently sourced F15 line making up a 4-month slip in timeline. Delivered top quality sales samples on time.

-Design adjustment, development, sourcing, trim and material development, lab dip, proto fit and review, commercialization

-Commercialized the Stretch Puffy Jacket for a successful Kickstarter campaign and top specialty retail seller. Designed & developed W15/16, Junior Championship Softshell Jacket.

Society Nine, <http://societynine.com/>

-Designed, developed apparel, trim and materials, managed forecasting, proto fit and construction, commercialization.

-Created product for successful Kickstarter campaign and brand launch.

Super.natural, <http://us.sn-supernatural.com/about/>

-Merchandise, PLM consultant

2/2013-3/2014**SmartWool – Boulder, CO Director of Merchandising**

Merino Performance Apparel and Sock brand with \$120m in global sales.

-Increased sweater unit sales by 40%.

-Secured 2 (**\$1m**) key account businesses.

-Responsible for leading margin reviews by category and style with leadership team.

-Produced long-range product plan for timely innovation launches.

-Created and implemented: key account based visual line plans, formal color merch sessions, and line reviews.

-Led team to improved merchandising by reducing color and fabrication complexity, building collections, and building visuals of consumer outfits for GTM presentations.

-Participated in 3rd party consumer research for line architecture, category build, product filter build, and visuals for communication internal and external stakeholders.

-Participated in 3rd party branding design concepts based on new line architecture.

2/2010-2/2013**SmartWool - Boulder, CO Director of Development, Apparel & Accessories**

-Inspired team to execute 100% accurate, on time sales samples.

-Increased margin for \$10m baselayer category by 18 points, through resource and value engineering work.

-Successfully implemented quality control processes within 2 months of start date. Collaborated with Operations team to hire and transition quality evaluations to Ops department within 17 months.

-Collaborated with marketing to create sell in tools. Forced #1 competitor (Icebreaker) to launch their own fit study and press release due to our fit updates and sell in collateral.

-Improved fit and construction by executing a fit study using body scan data, updating point of measures, specifications, constructions, evaluating and adjusting pattern, fitting on multiple body types, and pre-wash and post-wash fit evaluation.

- Created and implemented: development process guidelines, pre-costing and costing tools, point of measure manual, fabric detail specs, sample expectations for vendors.
- Managed departmental budget to targets.
- Developed a long-range fabric and yarn development plan that aligned with the product long-range plan, allowing for new innovations to be commercialized faster.
- Participated in formal leadership and coaching training, Learning to Lead, Interaction/Work style evaluation and training with the leadership and management team members.

2009-2010

Cloudveil - Jackson, WY Director of Product

Premium Backcountry Apparel Brand with global sales of \$12m.

- Led all product departmental processes including: business planning, line structure and management, sourcing, costing, design management, merchandising, factory relationships, technical design, fit, raw materials, s/s production and delivery, of technical outerwear, sportswear, and angling apparel.
- Major force in turning profit for first time in 10 years.
- Increased blended/weighted margins by 7% in first fall season, while maintaining or lowering wholesales.
- Top customer (MEC) added 6 styles to their Fall 2010 buy. Increase overall sales in units by 15%.
- Reduced color palette by 40% establishing defined color stories, which improved ability to merchandise and seasonal sell in.
- Reduced previously problematic raw material inventory by \$25,000.
- Led integration efforts, working with parent company on PLM transition, forecasting, buy plans, quality compliance, and production.
- Collaborated with internal and external sales teams pre-lining to key accounts and other top customers improving business relationships while increasing sales velocity.
- Restructured presentation format of product line for pre-lines, sales meetings as well as aided in teams presentation skills.

1999-2009

Spyder Active Sports, Inc. - Boulder, CO

Premium Skiwear Brand with Global sales global sales of \$120m.

2007-2008 Merchandising Manager

- Implemented pre-costing to provide target costs for material and trim selection and to set garment FOB targets.
- Improved weighted margins for S09 and F09 Venom lines, by 5 points.
- Researched and evaluated consumer trends, internal and external sales data, competitor analysis, and considered athlete feedback to create a line plan with wholesales, retails, forecasts and feature sets by style.
- Created and communicated line structure, design briefs, created color stories, created colored sketches, established feature and fit stories, and merchandised spring (mountain bike) and winter (freestyle ski) lines.
- Guided product developers to create blocks, detail sketches, specs, and proto evaluations.

2003-2007 Product Development Department Manager

- Led six Product Developers and processes related to development of technical apparel lines.
- Developed over 70 styles.
- Managed to departmental budget to targets.
- Aided in creation and maintenance of vendor manual detailing product development process and point of measure guide. Created construction manual for consistent, accurate, and more efficient development.
- Developed a custom web-based ordering and tracking system for team sales category.
- Participated in the evaluation, selection, and implementation of Lectra's Gallery PDM system.

2002-2003 Lead Product Development Manager

- Managed 2 Assistant Product Developers, while developing over 100 styles.
- Worked directly with Venom athletes, athlete manager, and designers to bring to market athlete inspired apparel.

1999-2002 Product Development Manager

- Developed over 100 technical outerwear styles.

1996-1999, Pearl Izumi - Broomfield, CO Product Developer

1995-1996, Exquisite Designs- Denver, CO Pattern Maker, Marker Maker

1994-1995, Tavia Rose, Roswell, GA Pattern Maker, Seamstress, Custom Fitting

EDUCATION Bachelor of Science in Clothing and Textiles, Virginia Tech University

COMPUTER SKILLS Mac & PC, Lectra/Gallery, Microsoft Office, Citrix, File Maker Pro, Adobe Creative Suite

THINGS I LIKE TO DO Be a great mom! Telemark ski, Downhill & X-country mountain bike, workout at gym, and sew. Volunteer for trail building and dog rescues. Work.