

## *Chronological/Functional format*

A creative leader who works wonders within budget... articulate in writing and poised in presentation... with a reputation for solving tough visual communications problems in business from breakfast foods to fashion... a consistent innovator who translates top management strategies into market-sound award-winning designs.

PARTEC INC., Stamford, Connecticut

2005 to Present

### DIRECTOR, CORPORATE DESIGN (2005 to Present)

Designated as a key player in the successful turnaround of the Intimate Apparel business and promoted to Director in first year with company. Took charge of a \$4.4 million 22-person department serving Apparel, Family Products, Jhirmack and Danskin-Pennaco businesses worth over \$800 million, generating 500 assignments annually. Spearheaded reform in design spending and administrative procedures filling a critical need for corporate leadership in creative management.

- Contributed \$515,000 in cost savings through in-house productivity, eliminating waste and reducing overhead. Enabled Partec to hold its apparel market share after 2 years of decline by creating a “totally new Partec image” through relaunch of the entire domestic/international packaged product line (9 brands/260 styles/8 countries).
- Restored Partec product identities to high fashion prominence and acceptability with upscale packaging and promotion designs for Partec Limited, Simone Perele, and Intimate Touch apparel lines plus Round The Clock hosiery and Jhirmack hair treatment products.
- Directed design and production of: A/V presentation modules... retail fashion videos... sales promotion, merchandising/display, and fixture development... plus a 3,500 square foot Manhattan showroom.

### CREATIVE MANAGER, INTIMATE APPAREL (2005)

Brought on board as a troubleshooting Creative Manager and as planned successor to the Director. Mission: to hire and take charge of a new internal design capability and restore order and professionalism to the design process.

- Activated a five person creative unit and in six months produced 125 packaging and promotional elements for 16 domestic and international brands with sales in excess of \$300 million.
- Established uniform standards of excellence and brought image of Partec into the 80's via upscale sales promotion design and new product lines (Super Look, Yo! International, Perfect For Me).
- Contributed \$200,000 in cost savings via increased productivity.

GENERAL FOODS CORPORATION, White Plains, New York

1998 to 2005

#### ACCOUNT DESIGN MANAGER

Reported to the Director, Corporate Design Center; hired as “role model” for effective design management. Rapidly promoted to full accountability for Main Meal and Breakfast Food Divisions, with sales exceeding \$590 million.

- Recognized as a “developer of excellent design... a resource to junior product management... a true marketing communications problem-solver” on 23 established businesses and new product development.
- Restaged brand identities for Shake ‘n Eat, 30-Second Rice and all of Most Cereal’s 19 products. Launched a diverse range of new products from flavored coffees to frozen entrees.

YOUNG & READY, New York City

1996 to 1998

#### ACCOUNT EXECUTIVE

Retained by the President and CEO, Y&R Enterprises, to fill critical design account management needs. Captured new Fortune 200 business (Gilco, Inc.); strengthened agency services/capabilities in project management and overall creative development including WorsPak, Northern Electric, Pommes Frites accounts.

DeCAMILLA ASSOCIATES, INC., New York City

1992 to 1996

#### ASSISTANT, CREATIVE DIRECTOR

Rapidly promoted from Staff Designer ranks to assist the Creative Director in key account management, new product development, plus overall creative development. Clients served: Brown & Williamson Tobacco; Royal Crown Cola; Worldwide Vintners; John Harris & Sons, Ltd.

#### RECOGNITION

- **The Graphic Press** (experimental packaging/product design)
- **The American Institute of Graphic Arts** (illustration/packaging)
- **Art Direction Magazine** (new product/packaging)
- **Jandora International Opera Festival** (Belgian photo documentary)

#### ACADEMIC

- **Royal Institute**, M.S. Creative Packaging, **1989**
- **University of St. Louis**, B.F.A., **1987**
- **Continuing Education**: New York University (Effective Sales Methods); Young & Ready (Effective Presentation Skills); General Foods (Developing Management Resources); Design Management Institute (Design & The Computer)

#### MEMBERSHIP

**The Design Management Institute (sponsor)**