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PROFILE

Innovative, personable and results-oriented executive dedicated to top and bottom line performance. Extensive background in licensing, retail marketing, e-commerce, product management, business development, wholesale sales and public relations. Team-minded leader with excellent communication, motivational and strategic planning skills. Industry experience includes consumer products, retail buying, product marketing, and brand management.

EXPERIENCE

VINEYARD VINES

Sr. Director - Licensing

2018 - Present

- Initiated new licenses or expanded rights with: Major League Baseball, the National Football League, collegiate licensing bodies, the National Hockey League, Major League Soccer, the City of New York, and ESPN.
- Led the relationship with Fanatics, Barnes & Noble, and Follett across all categories.
- Led internal e-commerce for licensed product.
- Led wholesale over 100 accounts.
- Expanded capabilities in areas ranging from graphic design, quality control, royalty reporting, and final manufacture.
- Secured relationships to grow wholesale sales 330% year over year at 57.5% gross margin.
- Managed and mentored employees ranging from Account Executives to Sales Director.
- Became the number one source of new consumer acquisition and customer loyalty for a 20 year old apparel brand.
- Initiated efforts for outbound brand licensing in key categories.

MAJOR LEAGUE BASEBALL PROPERTIES, INC.

Vice President, Consumer Products

1996 - 2018

Soft Goods

- Responsible for management of all apparel and headwear for Major League Baseball.
- Manage a staff of ten people ranging from assistant to senior director level
- Led a reorganization of STEM data.
- Negotiate deals including equity components for Licensor.
- Developed industry-first customization models for online product creation.

Sr. Director - Apparel, Headwear and Corporate

- Responsible for brand management of all Genuine Merchandise including apparel and headwear for Major League Baseball teams.
- Negotiated license agreements from inception to final contract with terms most favorable to MLBP.
- Initiated and Managed direct client relationships with up to 60 external clients.

- Liaise with key retailers regarding sell-in and sell-thru of product.
- Worked with internal and external retail marketing representatives to develop and execute regional and national promotions.
- Acted as lead merchandising contact for All-Star Game and World Series product assortments.

Director - Apparel, Headwear and Corporate

- Team lead for transformation initiative for the development of an industry-best licensing model through intensive RFP process, resulting in record revenues for Major League Baseball.
- Developed an industry best model for the corporate identity market that has since been adopted by all major sports properties.
- Initiated and managed the creation of League-first women's apparel programs resulting in growth to 16% of total business in five years.

Licensing Manager - Children's Apparel

- Developed industry-first apparel and headwear products with licensee partners.
- Responsible for product positioning and marketing of Children's Apparel to consumers of Major League Baseball product.
- Managed a high profile account base of 28 licensees.
- Approval of product, advertising, and branding strategy for all accounts.

Licensing Manager - MLB Clubs

- Responsible for all aspects of licensing suppliers to owned and operated facilities of the 30 Major League Baseball clubs
- Work with all areas of Major League Baseball Properties (including Legal, Finance, Creative Services, and Special Events) to achieve business goals
- Evaluate and fulfill needs for basic and fashion apparel items
- Initiated and maintained strong relationships with Club merchandising personnel

Retail Marketing - Minor League Baseball

- Represented Minor League Baseball licensing program to retail accounts in the United States and Canada.

EDUCATION

Quinnipiac University

Bachelor of Science, Management