

# RICHARD PIERSON

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## SUMMARY

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An enterprising and accomplished RETAIL EXECUTIVE with domestic and international experience in retail management, partner relations, wholesale and retail sales, global licensing, marketing, branding, wholesale management, distribution, and product management. Proven aptitude in initiating successful long-term partner relationships by providing enhanced strategic decision-making capabilities as well as strong communication and team leadership skills. A forward-thinking producer who utilizes experience, leadership, and passion to maximize the potential of the organization and strengthen revenue streams.

## EXPERIENCE

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UNIVERSAL LUXURY BRANDS, New Jersey  
**Vice President of Operations**, 2018 - Present

Distribution Partner of German fine writing instruments LAMY for the United States. Developed LAMY from an office supply brand into a luxury lifestyle brand targeting millennial professionals as well as loyal fountain pen connoisseurs.

- Opened the first LAMY flagship locations in New York and San Francisco.
- Developed and operated Lamy USA e commerce site.
- Built the wholesale business from \$2M to \$8M in slightly over 2 years through the entry into lifestyle locations such as Barnes and Noble, Hudson News, The Empire State Building and NASA gifting stores.

GEMINI GLOBAL CONSULTING, New Jersey  
**Founder and President**, 2017-Present

A consulting company emphasizing on the expansion of brands International Retail and Wholesale platforms. Specializing in strategic expansion into Asia Pacific, Middle East and Latin America.

- Universal Luxury Brands Ltd. (USA distributor of LAMY writing instruments)
- Gymboree Group (Leading Children's Retailer)
  - Developed the brands expansion plans for Greater China.
  - Negotiate 3PL facility in Hong Kong for consolidation of International order speed to market.
  - Re-negotiate contracts for Middle East and Latin America resulting in future profitability.
- Jump Apparel Group (Multi brand Dress and Sportswear wholesale)
  - Managed account sales and product collections for international department stores and specialty retailers
  - Expanded the company's brands to Europe, China, Middle East and Latin America.
  - Open 3PL in Shanghai to service and expand the international business.

BEBE STORES, Los Angeles, California  
**SVP of International and Global Licensing**, 2010-2017

Built ten-year strategic plan expanding brand globally through retail, wholesale, and licensing platforms. Spearheaded initiative making bebe internationally recognized and positioned brand through identifying and developing partners for retail store development in Eastern Europe, Middle East, India, South East Asia, and Latin America. Negotiated terms and worked with general counsel drafting long term contracts. Hired and developed international team over initial three years in line with rapid growth opportunity. Supervised international team consisting of 16 employees in areas of sales, merchandising, planning, allocation, visual, store design, and marketing.

- Opened 81 new retail locations in initial four years for total of 125 POS resulting in increased retail sales from \$35,000,000 in 2009 to \$96,000,000 in 2014 resulting in increased bottom line income of 275% from \$8,000,000 to \$22,000,000 in four years.
- Managed retail collections, inventory flow, replenishment and logistics for the supply chain of all international stores.
- Collaborated on a weekly basis with International partners to review sales by SKU, inventory flow and promotional and marketing calendar.
- Identified partner for Greater China and developed strategic roll out plan resulting in signing of licensing agreement for 200 plus points of sale.
- Developed hybrid retail/license strategy for market to meet local design aesthetic while maintaining global brand DNA and maximizing opportunity.
- Opened and negotiated 3PL in Hong Kong to consolidate and ship direct to all international partners resulting increased margins and shorter lead times to international retail stores.
- Recognized brands higher perceived value internationally.
- Worked closely with CEO and SVP of VM to develop high end international store concept.
- Collaborated with design and international merchants to bring in outside product vendors and unique product designs to meet higher price point opportunity in Middle East.
- Executed brands re-launch into product licensing with identification of best in class partnerships for eyewear, handbags, footwear, fragrance, and outerwear.
- Negotiated and signed long term agreements with Marchon for eyewear, NYAM for handbags, Zigi, USA for footwear, Interparfums for fragrance, and Q4 for outerwear.
- Oversaw wholesale strategy of all product design, marketing, and distribution of \$50,000,000 in licensed product.
- Spearheaded brands entry to mass retailers such as Macy's and Dillards.

GUESS INC., Los Angeles, California

**Vice President of International Wholesale and Retail, 2008-2009**

Developed five-year strategic plan to reposition brand in Latin America. Repositioned brand with relation to price strategy, logistics models, shop development, and marketing maximizing potential in each country. Worked cross functionally with domestic teams implementing best practices in Latin America assuring brand image and DNA consistent with USA and other international markets. Identified and signed partnership for Chile and Peru. Oversaw contract negotiation and initial launch of retail stores.

- Worked directly with Latin America partners on their wholesale and retail collections, inventory flow and in store promotions to maximize sales and profitability.
- Built and implemented global POS data warehouse in charge of collection of sales, inventory, and receipts of all international freestanding stores.
- Distributed over 50 monthly global reports to distribution partners, design team, product licensees, and corporate management specific to understanding global markets and driving sales growth.
- Partnered with management teams in China and India on redevelopment of brand direction and merchandise mix from European collection to USA heritage collection.

TOMMY HILFIGER INC., New York, New York

**Vice President of International, 2003-2007**

Oversaw operations and business development of Asia Pacific and Latin American territories with business operations and sales management exceeding \$250,000,000 wholesale with over 400 points of sale. Increased business 55% from 2003 to 2007. Directed team of 15 international specific employees including brand managers, design, production, visual, marketing, and store design.

- Spearheaded three-day global wholesale sales meeting four times per year at Amsterdam showrooms for all International distributors.
- Organized all divisions for review and purchase including men's, women's, denim, and children's.
- Worked directly with each market developing three-year rolling growth initiatives with primary focus on brand elevation, strategic expansion, and growth.
- Projected, strategized, and implemented annual sales goals for division.
- Developed and implemented new divisional opportunities in areas of licensed products, denim, and replenishment of core items through regional sourcing strategies.

- Identified and signed long term partnership for Australia for both retail stores and wholesale distribution at Myers department store.

## ADDITIONAL EXPERIENCE

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**Senior Director of International Sales and Operations**, 2000-2003. Analyzed new markets for brand demand and profitability. Traveled extensively to understand retail environment and cultivate relationships with business candidates. Orchestrated signing of new distributors in Korea and India. Worked closely with future distributors on business plans and conducted all aspects of contract negotiations with general counsel. Expanded Hong Kong distributor's territories to include China, Singapore, and Malaysia. Partnered with distributor for Latin America to expand brands presence to Brazil, Argentina, Chile, and Uruguay.

**Director of International Sales**, 1999-2000. Developed new business opportunities in international markets including launch of men's jeans and women's sportswear in Mexico and duty-free stores and corners. Initiated and implemented international design team responsible for further developing products from THUSA line to meet needs of international markets and climates. Created Western Hemisphere buying office consisting of production team responsible for placing production in Central and South America, Canada, Mexico, and United States for export to all international licensees.

**International Merchandising Manager**, 1997-1999. Partnered with design and merchandising to coordinate international buy meetings four times per year in New York. Worked directly with international partners on development of localized collections from domestic offering.

**International Production Manager**, 1996-1999. Oversaw all domestic factories orders for Europe and Japan licensees placed in Western Hemisphere.

**Accounting Manager**, Dayton, New Jersey, 1992-1996.

## EDUCATION

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WILLIAM PATERSON UNIVERSITY, Wayne, New Jersey  
**B.A., Accounting**, 1991