***Executive Resume***

# Fritz Winans Naples, FL

(973) 568-8166

fritzdwinans@gmail.com

## Expertise

## Strategy, Private Equity, International Development, Retail Industry, Multi-Location/Channel Strategy, Board Experience, Retail Growth, Brand Management, Mergers and Acquisitions, E-Commerce, Digital Marketing CRM Loyalty, Global Sourcing, Manufacturing, Organizational Structuring

## Leadership Profile

## Global CEO with high effectiveness in the management of design, merchandising, production, sales, marketing, and finance functions. As a purpose-driven leader, nurtured staff to increase responsibility and build organizational talent, which led to dramatic increases in stakeholder value. Produced proven results by establishing strategic direction and scalable growth along with production efficiency which achieved record EBITDA for such iconic companies as Liz Claiborne, Hudson’s Bay Company, and the Tamara Mellon brand. Experienced in operational leadership as well as board positions and consulting roles.

## Professional Experience

G2 Capital Advisors, Boston, MA

Managing Director, 2016-Present

* Created value through thoughtful leadership and strategic direction on a project to project basis for companies that are experiencing stagnant growth, financial challenges, channel conflicts, operational inefficiencies, sourcing limitations and organizational structure issues.
* Aligned the largest textile recycling company in North America with a largely publicly traded apparel company to create a green sustainable initiative encompassing both the eastern and western hemisphere.
* Evolving a strategic direction for a children’s apparel company that operates in the mass market channel and creating a new financial model for them to operate within.

NYC Alliance, New York, NY

President/COO, 2014-2015

* Coordinated daily operations and drove strategic direction for a private label woman’s apparel company that performed design, product development, sourcing, manufacturing and logistics.
* Managed operations inclusive of sales, marketing, merchandise planning, logistics, sourcing and production. Achieved a 16% increase in bookings for 2014 and a forecast increase of 12% for 2015.
* Reorganized the design group and production team and implemented a product development team.
* Developed a new calendar inclusive of all processes for sales, design and production.

The Tamara Mellon Brand, New York, NY

Co-Founder, President/CEO, Board Member, 2012-2013

* Established and implemented the strategic direction and vision of the Tamara Mellon brand with a multi-channel approach, including retail, wholesale, e-commerce, and international markets.
* Managed the day-to-day responsibility for all operations, both in the US and internationally, inclusive of sales, marketing, legal, finance, merchandise planning, logistics, sourcing and production.
* Partnered with factories in Italy and Asia and local factories for sample production and small orders.
* Arranged supply chain and logistics with third party providers in the US and in Europe.
* Developed e-commerce strategy and launched multi-national websites, merchandising architecture, and digital marketing, including social media and blogging.
* Located and built-out office space in New York, Paris, London and Italy.
* Recruited 22 professionals internationally to support ready-to-wear, shoes, and handbag categories, including design, production, marketing, sales, operations, finance, and merchandise planning.
* Directed all financial activities including budget management, currency hedges, and wire transfers.
* Shipped $4.0 million in the first quarter of shipping, beating plan by 60%.

Hudson’s Bay Company, Toronto, Canada/New York, NY

President/COO, Specialty Retail and Global Sourcing, 2009-2012

* Oversaw HomeOutfitters and Fields businesses and built a global sourcing organization across all of Hudson’s Bay Company— Lord & Taylor, Hudson’s Bay, Zellers, HomeOutfitters and Fields.
* Retooled management team at Home Outfitters to bring lasting improvements in marketing, store operations, localized planning, financial disciplines, product procurement and created a brand architecture by category.
* Instituted business disciplines and created process maps and calendars to optimize buys and maximize direct import opportunities at HomeOutfitters, increasing private label from 14% to 29% of sales.
* Completed store productivity analysis and reflowed stores to ensure consistency by product category which drove the dollars per square foot up 19% in 2 years.
* Restructured the management team in the Fields business and created a new model emulating the general store concept across the 169 doors.
* Selected and oversaw implementation of comprehensive company software; established a financial tracking tool to capture YOY cost savings due to a new global sourcing model.

Loyaltex Apparel Inc., New York, NY

President, 2008-2009

* Managed daily operations and drove strategic direction for this trading and sourcing company that performed product development, sourcing, manufacturing, and logistics for its customer base. Developed new customers whose goals and values are strategically aligned.
* Oversaw product development for men’s and women’s across all classifications with a focus in denim.
* Managed key account teams in both men’s and women’s servicing Aeropostle, Destination Maternity (Pea in the Pod, Mother Works, Oh Baby), Avenue, Alfred Dunner, TJX, Sanmar and Dickies.

Liz Claiborne, New York, NY/Hong Kong

Managing Director—Business Development Asia/Corporate SVP Global Sourcing and Manufacturing (2005-2008) Group President (Brands) (2001-2005), President (Apparel) (1998-2001), VP/GM (Liz & Co., Liz Golf) (1997-1998), VP Sales (Liz Sport & Liz Golf) (1996-1997)

* Resided in Hong Kong (2005-2008) and explored business opportunities for LCI Brands while strategically realigning ten Asian offices (1550 associates) and operations
* Successfully managed the global sourcing and manufacturing of approximately 40 brands ($4.7 billion) – apparel, non-apparel, cosmetics and fragrance—in the LCI portfolio.
* Negotiated a Joint Venture contract with Lane Crawford to bring freestanding Juicy Couture stores to Asia; Opened 14 Juicy Stores in 14 months- Oct. ‘06 through Nov. ‘07, (stores performed 40% ahead of sales plan for ‘07) with 21 new stores scheduled in ’08 & early ’09.
* Re-engineered Asia operations by closing offices, building new strategically located offices in Shenzhen, China and Bangalore, India, co-located associates at strategic vendors, and reduced headcount which saved $22 million.
* Reorganized the sourcing and manufacturing world into global teams ($16mm savings).
* Led a strategic reorganization that realigned the Liz Claiborne division structure and created a customer centric sales organization maintaining $1B business.
* Launched and nourished several Brands under the LCI portfolio e.g. Liz Golf ($40mm), Tapemeasure ($35mm), Intuitions ($25mm), LIZ, and Swe.
* Drove double-digit growth in sales and operating profit in the LCI group (2001-2004).
* Reorganized and realigned division structure by consolidating Liz sport, Liz wear, Liz & Co and Liz Collection into one brand to have a lifestyle collection at retail.
* Launched “Liz Qwik” from concept to market in <12 weeks, generating $26 million in year one.
* Successfully reversed a three-year decline in the Liz Sport business, achieving $450mm; grew the business from $179 million to $236 million by adding a “Separates” item category.
* Started the Liz Golf business and grew it to $40 million through a grass roots marketing approach and differentiating product for green grass shops vs. department stores.

Nygard, Gardena, CA

Vice President Sales and Marketing, 1992-1996

* Opened approximately 500 doors including Dillard’s, Saks Inc., May Company, and Belk Stores.

**I.B. Diffusion, Chicago, IL   
Vice President Sales and Marketing, 1987-1992**

* Grew the company from $45 million to $87 million while managing 36 salespeople and six offices.
* Developed a private label program for Spiegel and Casual Corner adding $12 million in sales.

**Levi Strauss (Division—Koret of California), San Francisco, CA  
Senior Account Executive, 1982-1986**

## Education

## Marquette University, Milwaukee, WI BA in Business Administration, Economics Concentration

## Continued Education/Professional Development

**Postgraduate work:** Courses at both MIT and Harvard

Center for Creative Leadership, Colorado Springs, CO

Leadership Development Programs

## Board Positions

Jersey Battered Women’s Service, Board of Directors, 2004-2005

American Chamber of Commerce in Hong Kong, Board of Directors, 2006-2007

StyleHop, Board of Directors, 2008-2010

Tamara Mellon Brand, Board of Directors, 2013

Colton Dane, Advisory Board of Directors, 2014-2015