

Laura A. Lamando

lauralamando@gmail.com [LinkedIn URL](#)

Santa Monica, CA 646-789-7555

Dynamic business and revenue growth executive with global experience achieving results in brand marketing, operations, licensing and GTM strategy for B2B, B2C and Retail. Lead teams in the development of merchandising and marketing strategies, drive the total business and deliver strong brand partnerships and DTC sales. Work across multiple product categories in fashion, sports, entertainment and brand. Experience in P&L, trend forecasting, market research, client relationships and partnerships. Highly skilled at successfully implementing data-driven metrics to meet and exceed revenue goals, while meeting all deadlines.

PROFESSIONAL EXPERIENCE

Chief Merchandising Officer / Partnership Sales

Product Development, Merchandising, Retail Strategy and Sales

DIAGNOS-TEES, Startup, Los Angeles, CA October 2021 - Present

- Create new products based on mental health awareness. Manage business levers to drive customer satisfaction, incremental sales, margin and overall growth. Analyze and utilize consumer data to guide merchandising and pricing strategies, retail sales and partnerships and decision making across all channels of business.
- Manage partnerships with design, sourcing/production and planning teams.
- Manage and market e-commerce site through social channels.
- Lead marketing, digital, retail and e-commerce strategies in the development of innovative omni campaigns that drive traffic, conversion and sales across all channels. Lead a team of 3 with inspiration and motivation.

General Manager

RALPH LAUREN RETAIL, Park City, UT, 2019 - 2020

- Lead Fashion Consultant, Luxury Sales and Customer Service
- Team Lead of 13: Hired Sales Associates and Managers, Responsible for team scheduling and training
- Managed Back of House and Store Operations, In-store Visual Presentations and Merchandising
- Set and tracked daily KPIs for the Ralph Lauren / Polo Retail store

Merchandising, Partnerships and Digital Marketing Consultant

Park City, UT and Santa Monica, CA / June 2017 - December 2021

CLIENTS:

- Realm Pictures International - Led Business Development and Partnerships teams to raise partnership funds and oversee each project to meet all deadlines for a new feature film.
- JJill - sales and in store merchandising
- Sotheby's International Realty - Digital Marketing for 2 top selling agents at Summit Sotheby's.
- Park City Summit County Arts Council - Social Media Marketing Manager

Director Regional Partnerships and Marketing - Western Region

PLAYWORKS (Non Profit Education Organization) Salt Lake City, UT 2016 - 2019

- Led strategic partnerships and school recruitment for SEL development coach-based games and recess programming for regional elementary schools.
- Built major gifts and partnerships pipeline and tracked progress in Salesforce, which resulted in 30% growth year over year.

Vice President Partnerships, Brand Licensing, Merchandising

HUGE BRANDS USA Salt Lake City, UT 2013 - 2016 (Promoted from Director Client Services in 2014)

- Directed consumer products development, e-commerce and retail marketing programs specific to client brands.
- Led domestic and international wholesale partnerships.
- Led account management, production and design teams (5 total managers and 1 assistant)

- Created, pitched, and won the Sundance Film Festival merchandise account for two consecutive years, generating \$182,000 in profits year 2. Increased gross margins by 25%
- Directed \$3 million in client-licensed merchandise, expanding product lines to grow business by 30% in year one and 40% in year two.
- Reorganized the client services department to implement a comprehensive account support program to more efficiently respond to customer needs. Responsible for all workflow from client request to creative brief to fulfillment.

Director of Project Management and Client Services (In-store marketing, visual displays)

MEDALLION RETAIL New York, NY 2010 - 2012

- Led the project management team (total 6 managers).
- Internal Collaboration and team management with creative, production, account management and new business teams.
- Managed workflow and initial client for project management team in-store point of purchase & marketing materials.
- Launched the NOOK device, supervised build out of NOOK shops within select Barnes & Noble stores..

NEW YORK UNIVERSITY New York, NY 1998 - 2015

Adjunct Professor: Licensing, Product Development, Retail Marketing & Merchandising

Director of Licensing

2002 Salt Lake Olympic Committee Salt Lake City, UT 1999 - 2002

- Led licensing program for 2002 Olympic Winter Games.
- Managed team responsible for retail operations product development, design, approvals and retail partnerships.
- Achieved \$500M in licensed product sales.

Director of Retail Development

Paramount New York, NY 1998 - 1999

- Partnerships and collaborations with specialty, mass and department store retailers to sell MTV and VH1 licensed products - retail partners included: Hot Topic, Spencer Gifts, Target and Macy's.
- Worked with design and production teams to co-create in-store promotions to promote licensed products.
- Launched "Pop Up NYC" shop at Macy's Herald square and achieved 70% sell-through across multiple categories.

Director of Retail Development

FIFA World Cup New York, NY 1996 - 1998

- Developed retail partners for FIFA World Cup licensed products at mass and specialty retail in North and South America.
- Worked with World Cup sponsors to create in-store promotions for each retailer achieving 50-75% sell through.

Licensing Manager

The Coca-Cola Company Atlanta, GA 1994 - 1996

- Built collaborative Coca-Cola brands Olympic Games licensing programs for sale at Coca-Cola Olympic City.
- Managed RFP process for retail and collaborative merchandise partners.
- Expanded retail space at Coca-Cola Olympic City from 2,500 square feet to 20,000 square feet.
- Sold \$3.5 million of licensed products in 3 weeks.
- Doubled daily sales transaction goals per customer during the 3 weeks Olympic sales period.
- Team Lead of 12: 1 manager and 1 executive assistant; on-site sales team of 10 associates.

Brand Manager - Marketing

Foot Locker New York, NY 1991 - 1994

Managed in-store product displays and marketing promotions, led sport event sponsored on-site retail presence.

EDUCATION

New England College of Art and Design | Manchester, NH

Post Secondary Studies Photography and Design

University of New York at Plattsburgh | Plattsburgh, NY

Bachelor of Arts in Elementary and Secondary Education with minor in Communications

VOLUNTEER LEADERSHIP

- Amelia Air Pet Rescue, Board Member, Marketing and Merchandising Consultant May 2022 - Present
- Big Brothers Big Sisters: Volunteer Big Sister, Member Board of Directors since 2016