

Marc Schwartz

215 East 68th Street #26-I 10065 • 917.232.6689 • marcschwartz10@gmail.com

Profile

A proven CPG company builder, product innovator, negotiator and sales rainmaker. Consultant for companies seeking expertise with strategic partnerships, sales management, product development, category management, financial planning, omnichannel analysis and go to market strategies. Passionate self-starter and multi-tasker with a can-do enthusiasm. A forward thinker with an ability to innovate business solutions in a demanding and fast-paced environment.

Professional Accomplishments & Areas of Expertise

Retail/Ecommerce Intimacy –

- Developed a comprehensive understanding of the market by identifying key prospects and determining customer needs
- Achieved aggressive sales goals thru strength in customer acquisition to key account retailers including Walmart, Target, Nordstrom, Disney, Five Below, Kohl's, Macy's, CVS, Container Store, Urban Outfitters
- Initiated and delivered presentations to all levels of corporate management, including the C-suite
- Deepened penetration with existing customers by identifying short- and long-term growth opportunities by supporting their purchasing plans, developing new products and filling white space
- Reviewed portfolio evolution to support growth trajectory by analyzing data that measured item movement, SKU assortment and retail pricing strategy.
- Identified new opportunities to increase store distribution by examining merchandising, packaging and labeling
- Developed e-commerce channel distribution strategy and responsible for digital merchandising across key accounts, including product content, inventory availability, pricing, and promotional activities
- Utilized B2B and B2C platforms including Amazon FBA/Seller Central, Shopify, Walmart.com, eBay, Wayfair, Zulily, Overstock, Faire and Sam'sClub.com to drive omnichannel sales
- Built and managed e-mail marketing campaigns to nurture and convert leads
- Connected with and utilized brand influencers to facilitate sales on social media (Tik Tok and Instagram)

Strategic Financial Management

- Analytical strategic planning with the ability to drive sales and operations, including full P&L responsibility, cash flow management and budgeting
- Monitored and evaluated profit margins, revenue stream, expenses and costing while growing market share
- Developed financial skills to be able to interpret financial data to spot opportunities, reduce costs or improve profitability.

Sales Strategies/Account Optimization

- Developed wholesale omnichannel strategy and set goals for the sales team
- Monitored performance against plan using KPIs and metrics; did trouble-shooting as needed
- Monitored the competitive landscape to determine market and industry trends and reacted accordingly
- Supported the integration of new products and go-to-market strategy thru a time and action calendar, strategized on promotional pricing and optimized planograms
- Established pricing policies, including volume discounts, mark-downs and terms and conditions for key accounts
- Actively participated in activities such as trade shows, groups and associations to maintain knowledge of the industry

Global Sourcing and Logistics

- Created supplier partnerships in India and China (established company office in China)
- Directed global sourcing and supply chain logistics for direct imports
- Knowledgeable of testing requirements, quality control, labeling and compliance issues

Team Leadership and Development

- Created sales teams from the ground up by effectively setting clear expectations and objectives, developing a collaborative environment and encouraging team feedback
- Mentored direct hires by providing ongoing coaching in sales strategy and pipeline management while creating a culture of ownership of the entire sales cycle
- Emphasized to the team the importance of creating value to the customer in solving their problems while giving them a positive customer experience.
- Initiated incentive programs that motivated the sales team to achieve sales targets

Professional Experience

ACCESSORY MYXX - lifestyle brand consumer goods

Founder, CEO – New York, NY

2017 – Present

- Conceived and launched a B2B and B2C lifestyle brand company featuring on-trend designs with a product assortment including home décor, cosmetic accessories, stationery, hydration and barware
- Developed multiple classes of retail trade including grocery chains, mass merchandisers, big box retailers, drug chains, mid-tier department stores and specialty
- Proficiency in Microsoft Suite, Google Documents, CRM including Salesforce

FREE SPIRIT, LLC – fashion accessory company

2009-2017

Founder, CEO – New York, NY

- Founded and directed day-to-day operations of branded, OEM and private label products fashion accessory company
- Successfully transitioned \$8 million company to private equity partner and continued to lead the company for two years

HABITAT, INC. – consumer goods business

1992-2009

Founder, President – New York, NY

- Conceived and managed cross-functional daily operations of consumer goods company
- Successfully transitioned \$18 million company to private equity company
- Developed licensed and private label products including fashion jewelry, handbags, small leather goods, hair accessories, scarves, bath & body, cosmetics after-market automotive accessories, picture frames, candles and tween room décor.
- Managed 18 direct hires (including 7 sales team members) and 32 total employees
- Negotiated and executed licensing agreements with Disney, Nascar, Simon & Shuster and Warner Brothers
- Created first to market products in multiple categories.

ESQ. CAPADE, INC. – luxury sector designer jewelry company

1987 – 1992

Founder, President – New York, NY

Founded and directed cross-functional sales and operations of luxury sector jewelry start-up

FINLEY, KUMBLE, WAGNER, ET AL – national corporate law firm

1985 – 1987

Associate – Beverly Hills, CA

Corporate, securities and real estate attorney.

Education

BOSTON UNIVERSITY, School of Law, Boston, MA

Juris Doctor

AMERICAN UNIVERSITY, Washington, DC

Bachelor of Arts, International Politics