
Build Products Responsibly | Innovate to Solve User Problems | Consume Ethically | Drive Positive Results

I put the customer first, leveraging data to create the best possible results bringing customer-facing products to market. Currently leading US Division of Chinese microfiber manufacturer Tricol and drove a \$5M D2C business by delivering 250+ products that solve customer problems and generate sustainable value, adding 7% growth in total company revenue.

Product Strategy | Product Management | Executive Presentations | E-Commerce | Catalog Management | Assortment Planning | Cross-Functional Team Management | Global Sourcing | Amazon | P & L Management | Negotiation

Professional Experience

WEIFANG TRICOL TRADING CO. LTD., (dba Tricol Clean, Inc. and Everplush) Seattle, WA Jan 2020 – current
Vice President of Sales (Marketing, Product Management, and US Operations)

Lead global and local teams to drive \$5M in revenue in less than 1 year in role, managing all aspects of P&L, product strategy, product management, and marketing for the D2C retail (*Everplush.com + 7 drop-ship channels*) and wholesale divisions (*private branding & OEM, hospitality, safety, sanitation industries*). Total US company growth will exceed 500% by EOY 2020.

Relevant Results:

- March 2020: led a team of 3 to build safety/PPE category in less than 3 weeks, driving \$1.4M in sales and acquiring 33 new wholesale customers in the hospitality and safety industries including Sysco Guest Supply, Hilton hotels, and the State of IL. Added category to master product plan to solidify company as a leader in reusable cloth masks, won ECRM PPE Buyers Choice Award in Nov. 2020
- April 2020: pivoted product strategy for Everplush.com into a D2C website, adding 274 unique SKUs onsite from product catalog that drove a 1,731% increase in YoY revenue for the channel. Wins include:
 - Increased avg. cart size from 2 to 7 units by launching new product categories in chemical-free cleaning essentials, kitchen textiles, masks/PPE, rugs/mats, pet care, beauty, automotive detail, and janitorial / commercial sanitation
 - Led team of in-house and contract marketing specialists to improve user experience, increasing conversion from 4% to 10% in Q4 2020. Built robust SOP around these functions to accommodate new product launches and customer acquisitions
 - Reduce abandon carts by 80%, bounce rate from 80% to 20%, and email open rate increase to 47% through aggressive rollout of email marketing campaigns, social media engagement, earned media callouts, and PR: aligning voice of the brand to how customer shops the product onsite
- June 2020: built and executed Amazon.com and AMS strategy through use of keyword/search data, revamping product detail pages, product copy and A+ marketing to align with how the customer searches for our products. Dec 2020 conversion rate of 9%, overall sales growth of 45% by EOY 2020 due to unprecedented demand and in-stock challenges
- July 2020: leveraged PR resources to capture new customers across TV, print, and internet media: acquired 8,000 new email subscribers from July-Nov 2020; targeted key demographic with loss leader SKUs that resulted in 5x sales lift across all channels in 3 weeks following flash sale events; additional 3,740 subscribers in Dec 2020.
- Aug – Sept 2020: converted new customers into loyal repeat customers with an increase in customer return rate of 161% with CX navigation and search improvements, keyword tagging, and organic SEO (blogging)

Other roles/responsibilities at Tricol-Everplush:

- Serve as Tricol product expert and presenter across all major client meetings, trade shows, and sales meetings
- Oversee the vendor-setup process for new accounts and end-to-end PO management for all wholesale accounts
- Set strategy for customer service throughout year, developing key metrics and SOP for customer success
- Build strategic roadmap for product and customer acquisition and all marketing activities for branded and private branding / OEM ventures