

**DAVID ROBERT DOW**  
**+ 415.794.5918 mobile**  
**david@wisecrackerdesign.com**

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**Senior executive** with comprehensive experience and significant accomplishments in sales, marketing design, development, sourcing, production and logistics. Multicategory expertise and experience in soft and hard goods including apparel, leather goods, home textiles, home accessories, furniture, toys and electronics. Strong, proven record for delivering sales and margin in both start-up ventures and established growth-oriented companies. Specific focus on vision, execution and results. Exceptional management, communication, negotiation, and consensus-building skills. Seeking a position that can closely integrate these skills with philanthropic and community outreach.

***Professional Experience***

**Wisecracker Design/Managing Director** **2008 to Present**  
**Bloomington, IL**

Wisecracker designs, develops and produces private label product programs for a portfolio of high-end clients including Augusta National Golf Club, Peter Millar/Richemont, Neiman Marcus Group and Tommy Bahama. Services include design, sourcing, prototype development, sales sample development, production, project management and customer service, EDI compliance and logistics.

Additionally, Wisecracker Design offers interior design, sourcing, purchasing, production, logistics and installation services for hospitality clients including the Hyatt Regency, Mérida, Mexico; Yucatan Country Club, Mérida, Mexico; Royal Resorts, Cancun, Mexico; Huntington Hotel and Nob Hill Spa, San Francisco, CA; as well as high-end residential clients.

**Wisecracker LLC/Managing Director** **2000 to 2008**

Wisecracker provided contract (interim) management for sales, marketing, design, merchandising, product development and production (including supply chain sourcing and management) and operations for high-end start-up and growth-oriented consumer brands.

***Representative Clients and Contract Management Responsibilities***

**Mulholland Brothers Inc.** **2004 to 2008**  
**Contract President**

- Managed retail division of Mulholland Brothers, a 20-year-old luxury leather goods manufacturer, with responsibility for P&L, merchandising, sales, marketing and operations.
- Managed six wholesale divisions including men's clothing, women's clothing, gift, luggage, corporate and golf. Responsibilities included product development, merchandising, sales and marketing.
- Served as key advisor to the company's founder and CEO; member of the Executive Committee.

**Giggle** **2003 to 2004**  
**Contract President**

- Responsible for developing qualitative and quantitative assortment plan for baby retail store(s) concept and start-up.
- Researched market, vendors and products to complement the company's health and wellness mission.
- Managed opening buy and rebuys for first store launch in October 2003.
- Negotiated vendor contracts to the benefit of the company including discounts, freight allowances, private labeling and product exclusives.
- Created product offering for national direct response advertising campaign (catalog test).
- Established product development team and proprietary product supply chain.
- Managed store design and store construction to on-budget and on-time opening.

**Blueair Inc.**  
**Contract President**

**2000 to 2002**

- Responsible for North American operations of this Swedish portable air purification company.
- Managed product development, sales, marketing, operations and manufacturing.
- Leveraged company's patented technology by extending product line with new product introductions in August 2001.
- Recruited and trained national sales manager and network of 12 independent rep agencies to cover the United States and rapidly build distribution.
- Introduced product to major specialty retailers and catalogs in Q4 2001 with significant sell-through success (5x forecast growth for 2002).
- Negotiated and signed \$6 million OEM contract in November 2001.
- Sitting chairman of Association of Home Appliance Manufacturers Air Cleaner Council.

***Employment Summary***

**gazoontite.com**

**1999 to 2000**

**Senior Vice President Merchandising and Product Development**

- Responsible for product development, merchandising, inventory planning, retail stores and online/print catalog departments with staff of 50.
- Established market leader positioning by launching proprietary and co-branded products within each of the key categories (air purification, bedding, bath, HBA, household cleaning and children's) and by leveraging strategic vendor partnerships.
- Developed comprehensive qualitative and quantitative assortment plans by merchandise department.
- Grew SKU count from 300 to 2,000 and managed revenue growth of 500% from 1999 to 2000.
- Managed design, construction, merchandising, operations and contribution for retail stores.
- Managed design, creative, production and printing (paper catalog) for the online and print catalog departments.
- Key member of pitch team that raised over \$18 million in venture funding.

**Real Goods Trading Corporation**  
**Vice President Merchandising**

**1998 to 1999**

- Responsible for building, staffing and managing the merchandising, inventory planning, marketing and creative departments for this environmental products store and catalog operation; reported directly to the new president/CEO.
- Responsible for creating and executing repositioned merchandise strategies for the existing four stores, two catalog titles and web store in accordance with the company's three-year strategic plan.
- Responsible for conceiving and executing merchandise and brand strategies for 12 new stores to be opened over the next three years.
- Charged with leading the marketing team (directors of marketing, stores and merchandising) to develop, articulate and execute marketing strategies.
- Responsible for developing new creative strategies, including imagery and copy for the catalogs, and visual merchandising standards for the retail stores.

**The Tzabaco Group, Inc.**  
**Co-founder and Chief Merchant**

**1992 to 1998**

- Created, merchandised and managed the Tzabaco store, which opened in 1992. Achieved and sustained profitability after three months of operation with sales of \$650 per square foot.
- Developed the Tzabaco brand into an upscale "modern general store" catalog format of soft and hard goods that leveraged the 1990s consumer trend toward comfort and escape.
- Merchandised and executed the Tzabaco catalog with revenue growth of 600% in 1996 and 300% in 1997.
- Raised over \$6 million in venture capital to fund catalog growth from the initial test of 250 thousand to 8 million catalogs per year.

- Welter Holden Design Group, Inc.** **1990 to 1992**  
**Senior Designer/Merchandiser**
- Chief designer and merchandiser for five high-growth apparel brands selling to major specialty retailers including Neiman Marcus, Saks Fifth Avenue and Nordstrom.
  - Managed international buying offices, sourcing and production in Italy, France and Asia.
  - Managed showroom sales and staffs in New York, Dallas and Los Angeles.

- I. Magnin Santa Barbara, CA** **1989 to 1990**  
**General Manager**
- Transferred from the Bullock's Wilshire division of R.H. Macy's to I. Magnin in Santa Barbara with the task of upgrading the store's moderate and stodgy image and merchandise mix.
  - Worked closely with the company's catalog division to utilize specifically tailored direct response tools to drive store traffic and leverage the store's conversion.
  - Dramatically altered the merchandise assortment and department selections to coincide with the area's affluent and increasingly younger customer base. Achieved a 400% increase in key categories that senior management had targeted.
  - Achieved a 50% growth in annual sales, second in the chain behind the Beverly Hills unit.
  - Identified opportunity for an additional I. Magnin men's unit in Santa Barbara and worked with senior management on store location and marketing strategies.

- Bullock's Wilshire Los Angeles, CA** **1987 to 1988**  
**Area Manager**
- Hired to revitalize, develop and manage the designer, fine apparel and bridge businesses for the out-of-step downtown flagship store.
  - Worked with the Macy's and I. Magnin merchandise management to improve selection, stock levels and promotional activity.
  - Delivered triple-digit increases and ranked third in the chain behind the I. Magnin San Francisco and Beverly Hills units.

- Perry Ellis International** **1982 to 1986**  
**Key Account Executive**
- West Coast sales account executive for women's designer apparel collections.
  - Managed sales, marketing and customer service for major stores and specialty stores in the twelve western states.

- Saks Fifth Avenue** **1980 to 1982**  
**Management Training Program**
- Completed the company's management training program teaching the fundamentals of retail management.
  - Managed a variety of hard and soft goods departments.

### ***Philanthropy and Community Outreach***

- YWCA McLean County/Labyrinth Made Goods** **2019 to 2020**
- Helped to develop a social enterprise concept; recruited key industry leaders and provided general guidance in business development, distribution, general management and ongoing support.
  - Engaged in product development, branding and packaging.

- Autism McLean** **2018 to 2019**
- Produced two benefit concerts raising more than \$60,000 to fund the work of this all-volunteer local organization.

*Additional commitments: Through Kiva.org, funder of 69 micro loans to entrepreneurs around the globe; monthly supporter of Immigration Project, a locally based immigrant-support group.*

### ***Education***

University of Southern California, School of Fine Arts, Los Angeles, CA  
Alliance Française, Paris, France  
Principia, School of Fine Arts, Elmhurst, IL