

# MICHAEL RICHARDSON

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EVP, GLOBAL SALES • CPG

INSPIRING LEADER | FORWARD THINKER | RELATIONSHIP BUILDER

Driven, decisive, engaging leader with a history of opening new markets, enhancing brand awareness, and developing high-performing teams. Principled, strategic, objective problem solver adept at stepping in, evaluating an organization, and restructuring sales model to improve performance. Perceptive, persuasive, fair-minded communicator skilled at establishing rapport across cultures, nurturing collaborative relationships, and galvanizing teams toward common goals.

## SELECTED CAREER HIGHLIGHTS

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- **Boosted global sales 27% and gross margin return 225 basis points** by moving from distributors to agents in key markets.
- **Grew MCM business 89% in Asia and 31% in Europe in 2018** by creating market-specific products and redesigning sales model.
- **Opened 400+ new accounts in 2018 despite challenging retail landscape** by implementing Key Performance Indicators (KPIs).
- **Raised Target men's business 48%** by leading cross-functional team to develop products that met company's rigid standards.

## SALES AND LEADERSHIP STRENGTHS

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Global Business Development | Profit and Loss (P&L) | Consultative Sales | Brand Development | Key Account Management | Private Label | Product Development | Team Building and Leadership | Training and Development Trend Analysis and Forecasting | Stakeholder Management | Product Merchandising | Cross-Functional Leadership Reorganization | Strategic Partnerships | Strategic Planning | Product Licensing | Sales Funnel Management

## PROFESSIONAL EXPERIENCE

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**BOYD ACCESSORIES, INC., NEW YORK, NY**  
**VICE PRESIDENT GLOBAL SALES**

**5/2015–PRESENT**

*Manufacturer, and distributor of luxury brands Brooks, Burberry, MCM, and private label. Headquartered in NYC; 340 employees on 4 continents. Report to: CEO/President. Direct reports: SVP, Merchandising and Business Development; and 8 sales directors.*

Recruited by executive search firm. Lead sales and merchandising teams. Devise growth strategies. (**Grew global sales 27% in 2018.**) Member of executive committee (4) and board of directors (7). Establish and manage annual sales budget. Manage territories to maximize sales and lower expenses. Develop and negotiate distribution contracts.

Lead and conduct semiannual sales conferences in North America, Europe, and Asia. Meet with key customers during Chicago and New York market weeks. Consult with existing and potential clients at US and international trade shows.

## SELECTED ACHIEVEMENTS

- **Boosted brand presence** in U.S. and EU and added Macy's, Kohl's, and JCPenney. Increased footprint by creating key account matrix, analyzing existing presence, and selecting appropriate distribution channels.
- **Helped reduce SG&A \$1.9M within 5 years** by revamping sales and merchandising operations. Moved sales from siloed, brand-centric emphasis to leaner, more efficient customer and distribution channel focus.
- **Grew MCM sales 89% in Asia and 31% in Europe in 2018.** Provided distributors in Asia with products made for their markets and transitioned from distributor to agent model in key EU countries like Germany, France, Italy, Spain.
- **Opened 400+ new accounts in 2018** despite challenging retail landscape due to growth of Amazon and other online retailers. Initiated sales funnel approach, assigning targets and tracking sales reps progress.

- **Grew Amazon 51% (2015–2018)** and opened Dillards.com, Macys.com, and Bloomingdales.com. Developed ecommerce wholesales strategy, expanded outreach, and created dropship to consumer program.

**MMC CONSULTING, LLC, WESTPORT, CT**  
**SENIOR VICE PRESIDENT**

**4/2013–4/2016**

*Providing business and marketing services to retail, apparel, and textile clients. \$10M annual revenue. Reported to CEO.*

Provided market analysis, brand development, organization restructuring, retail merchandising, and sales team development. Developed marketing and merchandising campaigns. Built sales teams. Negotiated licensing agreements. Clients included: CVS Pharmacy, Snapple, Bigelow Tea, and L.A. fitness.

**JANE DAVIS BRANDS, NEW YORK, NY**  
**SENIOR VICE PRESIDENT**

**6/2010–4/2015**

*Privately-owned women's apparel design and manufacturing company. Brands included Guess, Benetton, Calvin Klein, and Burlington. \$210M annual revenue. Reported to EVP, Sales and President. Direct reports: 4VPs of Sales.*

Recruited to turnaround key divisions generating \$115M in volume to stop deep decline. Cut sales team 25%. Realigned distribution channels. Changed compensation from high commission to salary plus incentive to foster teamwork.

**Increased gross margin plans for 2012 by 225 basis points** by meeting with leadership at Macy's, Dillard's, Bloomingdale's, and Kohls to rebuild trust and develop long-term growth strategies. **Boosted Target men's business 43% (\$5M)** by leading cross-functional team to develop compelling product that met rigorous safety standards.

**SELECTED PRIOR SALES EXPERIENCE**

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**VP, New Business Development, New York & Company, New York, NY**  
**Division Sales VP, Department Stores, Steinbeck, Fairfield, CT**

**AFFILIATIONS**

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**BWG Strategy, LLC, New York, NY, 2014–Present**  
**Sales and Marketing Executives International, New York, NY, 2012–Present**

**PROFESSIONAL DEVELOPMENT**

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**Situational Leadership, Guttman Development Strategies, Inc., Mt. Arlington, NJ**  
**High Impact Presentations, Dale Carnegie, New York, NY**  
**Conflict Management, Guttman Development Strategies, Inc., Mt. Arlington, NJ**

**EDUCATION**

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**Sales Management and Marketing Strategy, Darden School of Business, University of Virginia, Charlottesville, VA**  
**BA — Business (Concentration, Marketing), University of Pennsylvania, Philadelphia, PA**

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