

Krista Monaco

Profile

Veteran Design, Product Development, Merchandising, General Manager, Marketing and Creative Omni Channel business leader with 20+ years of demonstrated success across a broad span of business models, channels and product categories is pursuing a leadership role that would utilize deep creative background coupled with strategic savvy and industry knowledge

Education

Bowling Green State University, Ohio
B.S. Product Development and Merchandising

Fashion Institute of Technology, NYC
A.A.S Fashion Design, Womens, Juniors and Trend

Skills

P/L \$100M- \$1B • Excel • Microsoft Suite
Site Analytics • Adobe Suite • Business Development
Consumer Insights • Product Management Advisor
Trend Direction • Graphic Design • Product Design
Strategic Direction • Product Development
Creative • Leadership • Talent Development
Marketing Planning • Public Speaking • Planning
Product life-cycle calendar • Innovation/Ideation
UX Optimization • Global Product Management

Hobbies

Costume Design • Theatre • Baking •
Retired Figure Skater • Carpool Karaoke • Art

Contact

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Professional Experience

Shutterfly.com

09/12 - Present

Vice President Design + Merchandising
Consumer and E-Commerce

Senior Executive Design VP leading the Design, Creative and Merchandising consumer business function at \$1B E-Commerce company with 10M active customers annually. Recruited by the CEO, COO and the Founder to exponentially grow the consumer business, identify category growth opportunities, create and lead the short and long term strategic direction, integrate and restructure multi brand merchandising e-commerce teams, establish best in class processes in order to analyze and grow in size and scale.

During tenure at company, role expanded to include product management activities, UX design approval, creating and integrating assortment planning process, delivering Marketing and Creative digital strategy, developing brand aesthetic across all platforms, established core product design aesthetic, brand photography strategy, and all branded strategies across Shutterfly's portfolio of consumer brands (Shutterfly, Tinypints, Wedding Paper Divas, Lifetouch, Treat, Tripix, Groovebook) which has propelled the company from \$400M to \$2B (including Lifetouch) into leaders in personalized space.

Other accountable activities include leading cross functional teams within heavily matrixed environment, strategy development, packaging and product design, product and site KPIs, conversion/performance, Machine Learning directive for future AI design led strategy, Creation Path re-platforming direction, UX approval, customer experience innovation, product development, road map prioritization, data analysis and forecasting, designer relations/contract negotiations, business development and partner integration. Strong leader with a track record of building effective teams, grew organization from 20 to current size of 50 with direct reporting line to the President of Shutterfly, Inc.

Additional contributions have included:

Grew Stationery business from \$150M to \$400M via elevating design aesthetic, integrating new partners and licensed opportunities, creating good/better/best product strategy, pricing and promo optimization, innovative product development and online tools e.g. Bloomreach
Launched Gifts and Home Decor business from zero to \$250M in annualized revenue
Built out long-range strategies for all licensed, branded partnerships, and external partners
Effectively influenced/collaborate with other key cross functional departments Engineering, Product, Content, Creative, Marketing, Finance, Legal
Created vision and oversaw instillation of Shutterfly's first retail location
While in this role, delivered \$75M in margin savings via building a scalable Internal Design model and reducing external Design royalty dependencies
Manage a department budget of \$2M+

The Children's Place

06/10-09/12

Director of Merchandising, Omni-Channel

Established and directed design direction, consumer strategic direction, inventory planning, product assortment direction, in-season and long term financial Planning, all product and performance KPIs, marketing and creative, brand direction and product development across retail and E-Commerce channels including both US and International doors for largest driving division of the company. While in this position grew the business from \$200M business to \$400M business in fiscal 2012.

Key contributions included:

Elevated and overhauled entire assortment-right-sized fashion/basic mix
Established and created buy plan architecture for the entire company
Re-worked all retail and pricing structures and implemented KPI metrics
In addition to chain doors, responsible for delivering E-Commerce and International strategies which included exclusive assortments, separate pricing and seasonal deliverables and largely different allocation strategies
Renegotiated all costs with factories and leveraged strength in product development and design expertise to drive cost efficient decisions without compromising design integrity increasing IMU from 70% to 85%
In the first 6 months drove \$25M incremental revenue in table graphic business
Recognized by CEO as the driving reason the company positive comped sales for the first time in 5 years.
Successfully led growing team of 15+ Merchandising Manager/Merchandisers/Creative/Design Associates and Assistants

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Professional Experience Continued

Kmart, Sears Holdings Corporation Buyer, Omni-Channel

10/06-06/10

Responsible for all planning, product selection, pricing/promo, product development, design, vendor integration, cost negotiation, marketing, creative and advertising for RT 66 Apparel, Bongo, Licensed, and National Brand Denim across both Chain Retail and E-Commerce platforms. Leveraged design and product background to partner with design in order to create strong, consumer focused brand. Due to implemented strategies, Kmart girl's denim was singled out in NPD study in 2008 as having the largest growth in girls denim market share across all retail channels.

Selected Contributions:

Right sized retails and re-worked designs in order to drive IMU +5%; grew margin \$2M Increased internal design contribution from 25% to 60%

Responsible for all creative and advertising planning for weekly ROTO and category page promos Created and implemented tiered door inventory allocation opportunity based on climate zones, creating more efficient inventory management

Created and implemented specific assortments based on climate zones in order to optimize revenue and grow margin based on lighter markdown strategies

Recognized demand in tops, dresses and denim and aggressively grew categories driving \$10M incremental revenue on 20% less inventory.

Significantly improved productivity of graphic business through stronger design and smarter inventory management; increased sales 42% on 9% less inventory.

CWD Kids

09/03-10/06

Director of Merchandising, Omni-Channel

Directed and executed all business, pricing, design, consumer merchandising, E-Commerce, product development, marketing, creative and store operations strategies for Retail, Catalog and E-Commerce platforms for multi-million dollar high-end Childrenswear company. In addition to consumer product and channel responsibilities, played integral role in the product development of private label clothing ~30% of the total company revenue. Worked alongside the VP of Design and CEO to create, develop, and produce Private label. Managed a partner network of more than 100 branded partners (Lacoste, Ralph Lauren, Biscotti, etc) across all categories. Decreased catalog return rate of private label 10% through fit change Implementation and overall appearance. Increased profitability of stores 35% within six months of taking over management of retail locations by creating effective promotions, aggressively seeking new vendors, and negotiating lower costs and increasing profit margins.

Selected Contributions:

Created and Implemented assortment buy architecture, distribution efficiencies, product development calendar and merchandising process for privately held catalog company. Reported directly to the CEO and President.

Created and implemented all consumer marketing strategies for retail stores which delivered 35% ROI. Solid leadership skills; able to build and guide large team which consisted of Buying Associates, Site Merchants, Planners, Customer Service, Assistants, Sales Associates, Store Managers, and Visual Managers.

Dillard's

11/01-09/03

Visual Merchandising Manager

Designed, created and implemented all visual displays for Women's Designer, Ready-to-Wear, Cosmetics, Shoes, Kids and Accessories across a divisional region of stores. Designed floor plans and communicated all ideas to Regional and Divisional Store and Operations managers. Collaborated with corporate on promotional events, sales, and planned markdown strategies. Responsible for balancing and maintaining visual budget. Managed team of 2 assistants.

Walt Disney Company

06/98-10/01

Creative Costume Designer

Designed costumes for stage shows, television, commercials, press events, and all live entertainment at Walt Disney World. Sketched, developed, sourced fabrics, in addition to styling costumes for the televised opening of the "Rockin Roller Coaster Starring Aerosmith", Tarzan at Disney's Animal Kingdom, Tapestry of Nations + Christmas Parades at Epcot and Magic Kingdom and all productions at Downtown Disney. Maintained and oversaw repair on all costumes on rides in the parks in addition to all character costume maintenance.