

MICHELLE VINCENT

973-823-5580 ■■■ michellevincent@gmail.com

Senior Executive Management

THE BRAND-BUILDER: START-UP | RESTRUCTURE | REINVENT | TURNAROUND
Taking Successful Companies To Next Level | Transforming Failing Businesses Into Key Industry Players

Innovative, tenacious executive with unparalleled success in sparking record business growth, producing healthy profit margins, and turning around multi-million dollar luxury brand companies.

Handpicked by company leaders and industry pioneers to facilitate culture change, build solid infrastructure and overcome “seemingly impossible” mission-critical business challenges.

Start-Up Enterprises | Business Turnaround | High-Growth Ventures | National Market Expansion

Annual Profit Improvement | Cost Reduction Strategies | Organizational Restructure | Sales & Marketing Optimization

Profit & Loss Management | Strategic Business Planning | Team Leadership & Direction | Luxury Brand Enhancement

Executive Performance & Career Achievements

CHIEF EXECUTIVE OFFICER – *Clair Studios*, New York, NY

2007 to present

Recruited as turnaround agent with full P&L and business management oversight. Implemented new operating programs, customer acquisition strategies, product offerings, strategic partnerships / business relationships and favorable client contracts.

Executed aggressive company-wide initiatives that generated instant cash flows and drove sustainable business growth and profitability

- ◆ Grew company from zero to \$600K+ in annual revenues and \$130K in cumulative net income in just 5 months—instituted strategic roadmap that sustained month-over-month positive net income.
- ◆ Pioneered innovative organizational development and installed corporate infrastructure, injecting critical strategic guidance and tactical solutions across all functions.
- ◆ Structured and negotiated lucrative, “win-win” contracts and client agreements; exercised new payment terms that eliminated outstanding receivables.

PRESIDENT | O OSCAR – *An Oscar De La Renta Company*, New York, NY

2005 to 2007

Hand-picked by Oscar De La Renta as chief architect and catalyst—led major organization restructure amidst growing market constraints including retail consolidation, landscape shift, and shopper and pricing promotion trends.

Maximized innate creativity and vision to establish high-quality, strategically priced product that matched consumers’ lifestyle and achieved company’s and retailers’ profit strategy.

- ◆ Championed competitive product positioning for the O Oscar brand at Kellwood, accelerated revenue performance and salvaged company from closure, generated \$15M and re-positioned brand in 12 months.
- ◆ Successfully secured an exclusivity agreement with Macy’s company in all seven divisions including the online retail division—a monumental feat for the first time in company’s history.
- ◆ Streamlined operating infrastructure / reduced staffing levels 75% while upgrading team to establish talented, performance-driven environment.
- ◆ Brought to market a first-of-its-kind luxury line that attracted new brand loyal and fashion-conscious consumers.