

EMILY BUSSE

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EXECUTIVE LEADERSHIP PROFESSIONAL

MERCHANDISING | DESIGN | BUSINESS DEVELOPMENT | PRODUCT DEVELOPMENT | PARTNERSHIP MANAGEMENT

A respected visionary leader experienced in building dynamic teams, maintaining profitable client relationships, cultivating strong partnerships with key stakeholders and holding high accountability for delivering on ambitious goals in fast-paced environments.

PARTNERSHIP MANAGEMENT: Highly skilled in developing and maintaining strategic relationships with a proactive mindset. Brings a unique blend of insight, innovation, and analysis, combined with a passion and understanding of the customer to envision interpret and execute creative compelling trend and brand right assortments.

TEAM LEADERSHIP: Known and respected for building, mentoring, and motivating lean, high performing cross functional global teams that drive results. Skilled at fostering a creative environment allowing for innovation and design to be at its best, while providing clear direction and strong leadership.

PROFITABILITY: Skilled at improving efficiencies and effectiveness through designing and implementing best in class processes that reduce cost, maintain quality, improve speed to market, and increase margin.

Sales Strategy | Process Improvements | Product Development | Costing Strategies | Business Revitalization
Trend Forecasting | Global Experience | Innovative Problem Solving | Strategic Planning | Customer Centric Approach

PROFESSIONAL EXPERIENCE

ALPINE CREATIONS, New York, NY

2022 – Present

SVP of Merchandising and Design, Walmart and Sam's Club Accounts (2022 - Present)

Women's Activewear and Athleisure, Men's Activewear, Knit Tops, Bottoms, and Outerwear \$200M

Key account management for Walmart and Sam's Club accounts. Responsible for the performance of NYC Design office. Charged with the task of strategically implementing efficient processes on a global level for our cross functional Teams. Overseeing seasonal calendar and milestone completion.

- Building and maintaining relationships with key accounts and global cross function Teams such as Buyers, Product Development, Global Sourcing, CTL and Technical Design Teams.
- Oversee total apparel development process through the lens of anniversary items, trends, cost, timelines, and specific customer needs.
- Managed customer expectations while keeping short- and long-term goals in mind.
- Lead Team collaboration with overseas factory and fabric mills ensuring timeline and product execution is meeting the highest quality standard at the best possible cost.
- Host meetings with top level executives listening, encouraging, understanding, and optimizing ways in which we can grow together.
- Presented company best practices and product categories to a variety of potential NEW customers such as Old Navy and Sanmar.
- Global process implementation to maximize efficiencies and streamline communication such as improved data base, wrote step by step internal color approval process for both SAS and LDE, process to improve women's fit score card, increased global communication by hosting virtual meetings and fit sessions, decreased sample development timeline.
- Developed new women's scrub category.

UNITED LEGWEAR APPAREL COMPANY, New York, NY

2013 – 2022

VP of Merchandising and Design, Bodywear (2019 - Present) \$7M-\$110M

Director, Bodywear (2017 – 2018)

Senior Director of Merchandising, Bodywear (2013 - 2016)

Charged with the task of revitalizing and reenergizing the design and merchandising strategies for all Bodywear brands. Created and implemented new lines inclusive of sports bras, underwear, sleepwear, athleisure, yoga lifestyle and loungewear for the Women's, Men's, Boys, Girls, Toddler and Infant categories. Brands include Puma, Starter for Amazon, Avalanche, Lemon, Pro Player, Pro-Line by Pro Player, Happy Socks, Bread & Boxers and Limited Too. Report into CEO & CFO. Manage, mentor, and develop a team of 7.

- Successfully grew "Bodywear" business in all categories from \$7M to \$110M+
- Spearheaded the relaunch of the Puma Women's by introducing seamless sports bras and underwear, pushing boundaries on fashion forward skus and making sure IMU was in alignment with financial goals
- Retailers include TJX, Winners, Ross, Burlington, Costco US, Costco CA, Walmart, Amazon, Family Dollar and Nordstrom
- Acknowledged by Costco CA for achieving bestselling kids' underwear program.
- Created highest performing sports bras in Costco U.S., named "Best Selling Bra in the US"

- Oversaw and lead presentation to Iconix Brand Group and won the Starter license to create the brand as a private label exclusively for Amazon. Categories included bags, sports bras, underwear, accessories for Men's, Boys, Women's and Girls
- Developed strong factory relationships with Asia, Pakistan, Sri Lanka, India and Kenya, traveling quarterly to Asia and India.
- Spearheaded the creation of the private label brand for kids' underwear called Parker and Fox for Ross, Burlington and TJX to capture another price point that was identified as white space
- Instrumental in securing several private label programs for Walmart, Amazon, Family Dollar, Ross, TJ Max, and Burlington Programs included NOBO, VRST, DSG, Just Be, Extremely Me

SELF ESTEEM CLOTHING, California / New York, NY

2010 – 2012

Designer and Merchandiser, Juniors

Responsible for creating and executing merchandise vision and strategies for this \$50M Juniors company working with Walmart, Kmart and JCP. Responsible for the entire product design process including market research, concept board creation and design.

- Responsible for creating trend and print presentations for all meetings with retailers
- Managed outside fabric/print vendors to expand customer offerings and internal matrix
- Responsible for fabric library and providing sales with key information for production
- Developed new product line of sleepwear responsible for all aspects from concept to production resulting in new business
- Collaborated cross functionally with design, merchandising, marketing, sales planning, production, sourcing, quality control, and packaging teams

WAL-MART, New York, NY

2008 - 2010

Designer, Juniors, New York Trend Office

Designed and developed junior apparel, with full design and product development responsibility for two major private label brands, Ocean Pacific and No Boundaries.

- Produced Wal-Mart's highest volume key account programs, generating a substantial increase in customer approval and sales volume
- Upgraded the fashion image of the Ocean Pacific label, directing it more closely toward its niche market
- Established relationships with numerous domestic and overseas vendors, overseeing the product development and manufacturing processes
- Managed the CAD Team in the seasonal development of prints and graphics
- Vetted, Built and managed outside domestic and overseas, China vendor matrix
- Directed the summer "OP Hot Spot" program for prints and graphics for cross-functional categories such as swim and sunglasses

KNOTHE APPAREL GROUP, New York, NY

2005 – 2008

Head Designer, IZOD/Wal-Mart Account

Responsible for designing Izod/Wal-Mart line, including underwear, sleepwear, loungewear for men's and boys.

- Launched a new classification, Faded Glory Boys, an underwear line within Wal-Mart New product became a major profit center for Knothe by growing business to \$2M
- Created the "George Boxer" line and several loungewear items, for Wal-Mart
- Introduced a sustainable boxer product for the Claiborne line
- Outsourced Encad printing services, reducing cost of sample development

MOVIE STAR INC., New York, NY

2003 – 2005

CAD Designer

Designed original prints and purchased artwork for the women's sleepwear and loungewear line for private label customers: Wal-Mart, Target, Sears and The Bay.

- Designed lace, embroideries and prints for lingerie programs
- Established working relationships with outside print and trend services for new product development
- Produced in-house Encad fabrics, generating savings in production costs

EDUCATION & SKILLS

SAVANNAH COLLEGE OF ART AND DESIGN, Savannah, Georgia, B. A., Major: Textiles

SKILLS: Adobe Illustrator/Photoshop, EXENTA (PLM), Microsoft Office, and Outlook, Zoom, Teams, Skype, Whatsapp