

LINDA M. VORACEK

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GLOBAL RETAIL | CONSUMER PRODUCTS | HOSPITALITY

GLOBAL AND LOCAL MULTI-INDUSTRY EXPERIENCE – Leadership roles across consumable, food, beverage (9 years); drug and mass (12 years); specialty and professional beauty (15 years); convenience (4 years); food service and hospitality (4 years) and direct-to-consumer (20 years); ranging from start-up to \$2b+ companies.

VISIONARY BRAND DEVELOPER – has brought to market 100s of consumer product brands representing \$Bs in sales and margin contribution across all industries. Expert in product development processes, merchandising, brand evolution, marketing, launch initiatives, market expansion. Keen eye for trends, consumer insights and market potential.

STRONG FINANCIAL BUSINESS SENSE – Successfully shaped P&L statements instrumental in value creation. Seasoned at driving financial performance through revenue expansion, cost containment, strategic negotiations and managing toolbox of profitability matrix.

PARTNERSHIP FOCUSED EXECUTIVE – A pro at building strategic partnerships that lead to win-win revenue generating opportunities with brand owners, manufacturers, retailers, and third-party service partners of logistics, media agency. A hunter for research-based new business opportunities.

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Lmv & Co Ventures, dba Lmv & Co Business Consulting Corinth, TX

PRESIDENT

2019 - Present

- Develop omni-channel go-to-market strategies for digitally native brands focused on specialty beauty industry.
- Designed new product development stage gate framework for a global private equity beauty company focused on foundational structure while accelerating pace of innovation.
- Researched and designed regulatory and compliance framework supporting EU_UK circular economy requirements for global cosmetic brands.
- Evolved sales strategies facilitating new business of premium beauty brands in Blue Mercury, Ulta, Costco, Sephora, JCPenney and Cosmoprof Beauty.
- Crafted new merchant onboarding and advancement training platform for \$2b global specialty beauty retailer.

Bassetts Station Resort – Sierra City, CA

OWNER, CHIEF OPERATING OFFICER

2019 - 2022

- Led all operational functions of historic restaurant, convenience store, and motel in a tourism economy market.
- Revitalized stagnant performance with winning growth strategies returning two times shareholder value in 3 years, through scaling and monetizing business model.
- Crafted omni-channel experience resulting in consistent double-digit growth.

Market Performance Group – Princeton, NJ

TEAM LEAD, SALES STRATEGY & BUSINESS DEVELOPMENT

2019-2021

- Led divisional specialty and professional beauty channel start-up initiatives. Accounts - Ulta, Sephora, JCPenney, Kohl's, Sally Beauty Holdings, Salon Centric, Anthropology and Ross.
- Delivered first year commission revenue of \$250k and five times client relationships. Assigned Canadian vertical to improve processes to meet growth plans.
- Transformed skincare brand resulting in 3.5x growth in 18 months, achieved largest channel/brand growth of 49%.
- Crafted go-to-market strategy of a start-up wellness brand and scaled across three retail partners in 2 months.

Continued

- Cultivated relationship with global skin and hair care brand for North American omni-channel market expansion.

Sally Beauty Holdings, Inc. – Denton, TX**GROUP VICE PRESIDENT OF MERCHANDISING, CHIEF MERCHANT****2009 - 2018**

- Sales Revenue \$1.8b, margin contribution \$1m, editda 22.7%, net working capital of 15.1%, 3000 locations.
- C-suite global merchandising leader overseeing category management, product development, vendor relationships, P&L management, inventory management, product brand positioning, contract negotiation, price and promotional strategy, assortment strategy, store and space layout, and global sourcing.
- Led fiscal disciplines across the merchandising, merchandise operations P&L. Consistently enhanced margin by initiating balanced revenue growth plans, strategic negotiations, business analytics, and cost containment.
- Led team of 90+ associates including 10 direct reports across Global Product Development, Merchandising, Pricing, Sourcing, Planning and Allocation and Visual Presentation.
- Restructured global merchandising organization successful to heighten employee engagement, standard processes, cost savings and efficiencies, and driving global innovation.
- Curated innovation strategies and marketing roadmaps for 30 owned and exclusive brands encompassing \$600m+ in revenue and 70%+ margin rates, with consistent double-digit growth.
- Spearheaded a disruptive multi-channel strategy for \$500m hair color business resulting in \$150m additional revenue.
- Propelled new strategies in \$300m+ hair care category to support change in consumer demographics and preferences resulting in an incremental \$30M in textures hair product sales, and \$5M in natural hair care products.
- Evolved \$130m professional supplies business from commodity goods to on trend, stylist inspired necessities.
- Co-created a cosmetic brand, in partnership with beauty influencers, that delivered \$2m first year sales.
- Collaborated with marketing and operations team to re-launch Sally Beauty Rewards, focused on building long term customers through points-based incentives. Results – 18m members, 72% of company sales.
- Spearheaded offshore sourcing and operational process changes that resulted in \$20M in annual savings.
- Led implementation of Revionics price optimization platform generating YoY double-digit margin expansion.
- Executive business sponsor of the JDA (Blue Yonder) suites, \$25M+ capital investment.

Longs Drug Store (now CVS Pharmacy) – Walnut Creek, CA**VICE PRESIDENT, MERCHANDISING & MARKETING****2003 – 2009**

- Head of merchandising overseeing all front store categories, \$2.5b sales average +4.5% sales annually.
- Led successful launches on Rx-to-OTC switches brands such as Mucinex, Miralax, Lamasil, Zyrtec, and Alli.
- Disrupted beauty space by introducing Healthy Skin Care Center labs featuring prestige skin care brands, capitalizing on skin evolution trends.
- Created a destination wine shop featuring local California region wines, improving the customer experience, and attracting a new customer that resulted in a significant lift in sales.
- Created seasonal strategy consisting of apparel and giftable merchandise that doubled department sales through revitalized assortments and longer selling windows.
- Negotiated multi-year contracts with greeting cards, gift cards, and book and magazine partners that included exclusivity and first to market clauses.

EDUCATION

Indiana University, Kelley School of Business; MBA, MS Strategic Management
University of North Texas; BAAS