

ROBERT ZEGLA

SENIOR DIRECTOR PRODUCT DEVELOPMENT & DESIGN

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Pioneering Creative Senior Product Development and Design Director known for steering lucrative national and international brands into fascinating and exciting consumer products and seeing them to successful completion.

Powerfully effective team leader, whose ability to conceptualize and deliver strategies propels future growth and maximizes profitability. Winning personality, clarity of vision, business acumen, and compelling negotiating skills.

Stellar reputation for delivering superior design in products. Acknowledged for capacity to inspire, achieve consensus, mediate, and deliver predefined goals despite a diversity of personalities, precarious situations, strong differences of creative opinions and changing priorities.

LEADERSHIP SUCCESS HIGHLIGHTS

Global Creative Vision – Strategically aligned efforts, systems, and processes to launch Time Warner’s new Global Center of Excellence for sourcing, product development, and merchandise, creating opportunities to continue to be more effective in delivering consistent brand integrity, value, originality, and differentiation in products.

Global Revenue Growth – Created compelling proprietary design showcasing trend and color, driving increased global multi-channel high growth for The Container Store with 3K+ North American and European stores and 350+ franchised/licensed stores in Asia, Middle East, and Central America.

Product Design & Development – Designed and launched \$850M+ proprietary in-house design and product development for Crate & Barrel, instituting direction of design, color, trend, and manufacturing.

Strategic Brand Management – Led design team with focus on trend and color, charged with developing in-house home brands and bringing brand equity to pages of an established magazine, *House Beautiful*, to life with creation of unique and exclusive home merchandise line, resulting in \$100M+ in new product placement.

Fiscal Management – Created top-level financials, ensuring department goals link to top line budget and assortment plans support overall strategy in collaboration with Planning and Allocations.

Strategic Partnerships – Partnered with designers (including Burberry, Shanghai Tang, Christian Lacroix, and Kate Spade) renowned worldwide for fashion and accessories to provide trend leadership in the development when introducing new products into Neiman Marcus home merchandise collections.

- ### KEY STRENGTHS
- Product Design
 - Product Development
 - Trend and Color Direction
 - Global Sourcing
 - Vendor Relationships
 - Gross Margin
 - Merchandising & Buying
 - Cross-functional Teams
 - Market Relationships
 - Cost Management
 - Organizational Efficiencies
 - New Business Development
 - Budget Management
 - Assortment Planning
 - Contract Negotiations

CAREER CHRONOLOGY

Global Merchandise & Product Development TIME WARNER, New York, NY, FL	2016–Present
Director, Global Product Design & Development CRATE & BARREL, Chicago, IL	2013–2016
Director, Global Merchandise THE CONTAINER STORE, INC., Boston, MA	2011–2012
Creative Director SUSANROBERTS CREATIVE, LLC	2007–Present
Divisional Vice President, Home Design WAL-MART, Bentonville, AR	2006–2007
Design Director, Home House Beautiful FEDERATED DEPARTMENT STORES INTL, New York, NY	2004–2006
Design Director BONWIT TELLER, New York, NY and Dallas, TX	2000–2004

PROFESSIONAL EXPERIENCE

TIME WARNER, New York, NY

2016–Present

Global Merchandise & Product Development

Deliver authentic storytelling and high quality, innovative product to consumers around the world through retail channels (Resorts, Stores, and Online) while enhancing the overall guest experience.

- Reimagine the business by refocusing categories of merchandise into meaningful collections tied to the stories.
- Deepen relationships with guests and continue to bring the magic of Time Warner into the daily lives of families and fans globally by staying focused on strategic priorities while creating authentic products and experiences.
- Drive growth and increase financial performance to grow business year-over-year.
- Define clear direction and approach to distinctly articulate and influence team and partners to push business to the next level by emphasizing quality, innovation, and level of excellence.

CRATE & BARREL, Chicago, IL

2013–2016

As Director, Global Product Design & Development, set global creative vision and strategy for a direct-to-consumer company and leading marketer of home décor, fragrance, and furniture distributed in 15 countries across North America, Europe and Asia via direct selling and marketing channels, catalog, and web.

- For the first time, created worldwide cohesive direction for Crate & Barrel while reducing budgets by 23% and redefining seasonal creative processes including trend/color, design and development, 3-dimensional retail/story, and final catalog and web design.
- Presented and implemented worldwide marketing direction for North America, Europe, Australia, and Mexico.
- Traveled extensively globally to execute product, trend, and color development. Direct and lead high-performance cross-functional team in design and product development to ensure competitively dominant merchandise brand assortments while enhancing customer satisfaction by meeting demographic needs.
- Generated \$500M in cumulative sales, driven by expansion in sub brand product development and innovation.

THE CONTAINER STORE, INC., Boston, MA

2011–2012

As Director, Global Merchandise led creative design, carding, packaging, and new businesses with a staff of ten for the Container Store brand, reinforcing the company's position as one of the world's leading specialty storage retailers, offering compelling, focused assortments of home and office storage solutions.

- Propelled added foot traffic to stores, delivering sales growth +15% to +18% in seasonal category businesses.
- Drove development and manufacturing of products and packaging.
- Built comprehensive value proposition, positioning The Container Store as a storage authority.

SUSAN ROBERTS, LLC

2007–Present

As Creative Director, parlay strength of brand and product development for top retail, entertainment, and publishing companies. Develop and launch merchandise collections and retail entertainment properties, act as strategic business resource in marketing and media, licensing and brand management.

Product Design and Development – AMERICAN HOTELS (2010–2014)

- Developed and merchandised products for Five Diamond American Hotels and other properties.
- Completed new boutiques, igniting +57% sales increase in new stores and +35% in overall hotel sales.

Creative Direction | Featured Columnist – GREENSPUN MEDIA (2009–2011)

- Spearheaded changing look of 9 magazines, including *Taste of the North*, *Martha Stewart*, and *Sunset*.
- Boosted sales +12% by modernizing publications to attract readership and propel magazine's stars.

Product Development and Retail Design – THE LIBERACE MUSEUM (2007–2009) Liaised between The Liberace Museum and the Liberace Foundation to address and meet all necessary artistic criteria and requirements of content for the new museum launched in 2012.

- Surpassed aggressive sales goals of \$1M+ during first operating year.
- Drove design, development, and manufacturing for 6 Liberace collections and exclusive products.

PROFESSIONAL EXPERIENCE

WAL-MART, Bentonville, AR

2006–2007

As Divisional Vice President, Home Design, directed home design team of 30, including sourcing and packaging.

- Boosted sales +7% to +9% in first year.
- Restructured 11 brands and focused future brands, including Rachael Ray, accounting for \$500M+ in sales.

FEDERATED DEPARTMENT STORES INTERNATIONAL, New York, NY

2004–2006

As Design Director, Traditional Home / Architectural Digest, crafted targeted brand profile defining key customers and created dual synergy of attracting younger customers and drawing younger audience to *Traditional Home* magazine.

- Conceptualized and designed 60 hand-mixed paint colors as basis for launch in 400 stores.
- Ensured consistent brand message across all marketing including packaging, signage, display, and advertising.

BONWIT TELLER, New York, NY

2000–2004

As Design Director, spearheaded design, development, sourcing and merchandising of proprietary home decor products for the first time and achieved +4% gross margins and merchandise exclusivity.

- Impacted \$18M+ in collection revenue gains through managing inventories, sales, margins, and budgets.
- Introduced global trend and vendor sourcing trips, delivered consistent visual design statements and product offerings across In Store, On Line, and By Mail by developing and implementing seasonal color/trend programs.
- Forged strong partnerships with agents, artisans, and craftsmen, representing a dozen+ countries.

EARLY CAREER PROFILE

Vice President, Consumer Products | WILLIAMS SONOMA, Los Angeles, CA | 3 years

Manager, National Marketing & Sales | NBC UNIVERSAL, New York, NY | 7 years

Director of Marketing, Retail | FOX NEWS, New York, NY | 2 years

EDUCATION

Bachelor of Science – Business Administration, Emphasis: Marketing | Concentration: Design

PRINCETON UNIVERSITY, Princeton, NJ