

“*Heather is an innovation dynamo.*”

ART DREES | COO | EDDIE BAUER

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HEATHER R. MORRISON

SENIOR PRODUCT DEVELOPMENT EXECUTIVE

LEADING-EDGE, LUXURY MANUFACTURED GOODS



RETAIL & ONLINE

4K GLOBAL STORES & SITES WITH 12M IN TOTAL UNIQUE DAILY VISITORS



FABRICS & MATERIALS

GRAPHENE, SENSOR & WEARABLE TECHNOLOGIES



MOBILE & DIGITAL

APPS, SOFTWARE & CELL/COMMUNICATION SERVICES

\$3.7B

IN REVENUE CATALYZED FOR EDDIE BAUER, THE NATURE CONSERVANCY, NORDSTROM & COLUMBIA SPORTSWEAR

DESIGNED FIRST-IN-MARKET PRODUCTS THAT CAPTURED #1 SHARE.

- ★ Developed, and rolled out the first graphene-based anti-microbial yarns in technical base-layer garments.
- ★ Strategized and implemented the first radiant heat coatings in down and soft-shell jackets.

POSITIONED 100S OF MILLIONS IN WEARABLES & SMART TECH SALES.

- ★ Sold out Nordstrom's first-ever UV-sensitive wearables in their initial season.
- ★ Designed and launched Columbia's best-selling sports watch with a built-in sun protection alert system.

PENETRATED NEW MARKETS VALUED AT >\$2B.

- ★ Co-launched 125 international Eddie Bauer retail stores for new verticals.
- ★ Inaugurated The Nature Conservancy's first-ever QVC product sales.

PRODUCT DEVELOPMENT EXPERIENCE & ACHIEVEMENTS

EDDIE BAUER | New York, NY

2012—Present



535M Customers



550 Retail Locations



>250K Associates



>\$76B In Revenue

SVP OF PRODUCT DEVELOPMENT

Turned around product development function, spearheading the launch of 4 new lines and 12 extensions. Expanded offerings to penetrate mobile, digital, and specialty retail sectors and spark \$480M in new revenue.

- ★ Reversed the performance of the licensing division, generating 15 new partnerships that produced \$324M in revenue across 21 countries.
- ★ Strategized and roadmapped a 3-year product development plan; elevated function by rebuilding the leadership team, revitalizing morale, and instituting innovation coaching.
- ★ Championed the design and launch of the company's first graphene-based specialty sportswear.

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PRODUCT DEVELOPMENT EXPERTISE:

- ★ PRODUCT MANAGEMENT
- ★ TECHNOLOGY INNOVATION & DEVELOPMENT
- ★ STRATEGIC PLANNING
- ★ OUTDOOR APPAREL, EQUIPMENT & FOOTWEAR
- ★ NEW PRODUCT INTRODUCTIONS
- ★ CATEGORY PLANNING & DEVELOPMENT
- ★ REVENUE GENERATION
- ★ MERCHANDISING
- ★ SOURCING & PRODUCTION
- ★ QUALITY CONTROL
- ★ PRODUCT PLANNING & INTEGRATION
- ★ CONTRACT NEGOTIATIONS
- ★ STAKEHOLDER RELATIONSHIP MANAGEMENT
- ★ TEAM LEADERSHIP



PRODUCT DEVELOPMENT EXPERIENCE & ACHIEVEMENTS

... CONTINUED ...

THE NATURE CONSERVANCY | New York, NY

2008—2012



235M Customers



125 Retail Locations



>110K Associates



>\$3.5B in Revenue

SVP OF PRODUCT DEVELOPMENT

Reversed declining online and retail sales and redesigned the brand identity of flagship products to fuel 33% revenue growth. Designed 2-year product development strategy and influenced website overhaul.

- ★ Propelled sales from a 3-year, \$400K annual loss to a first-year, \$750K revenue gain.
- ★ Positioned and negotiated company's first sales appearance on QVC. Produced \$275K in 1-week revenue and \$175K in recurring revenue.
- ★ Expanded apparel product category 32% by sourcing and designing new lines and extensions.

COLUMBIA SPORTSWEAR | New York, NY

2006—2008



750M Customers



78 Retail Outlets



>175K Associates



>\$55B in Revenue

DIRECTOR OF PRODUCT DEVELOPMENT

Designed and launched a new private-label product line from scratch for the high-tech, luxury outdoor athletic market. Restructured quality control to elevate product development and production in China and South Korea.

- ★ Pushed start-up sales for new product line from zero to \$37M in 2 years. Boosted Amazon sales 22%, systematizing across-the-board brand identity.

NORDSTROM | New York, NY

2000—2005



950M Customers



373 Retail Stores



>150K Associates



>\$81B in Revenue

PRODUCT MANAGER

Played a crucial role in the development of a new luxury outdoor product line for the athletic market. Co-authored commercialization plans for what became a category-leading, next-generation, advanced laminate line.

- ★ Laid the groundwork for \$52M in inaugural sales and positioned #1 market share in the luxury outdoor space. Positioned \$1B in sales for waterproof/breathable sports and recreational apparel.

EDUCATION & INDUSTRY HONORS

EDUCATION

- MBA ~ New York University
- BSBA ~ University of Pennsylvania

INDUSTRY HONORS

4X *Consumer Reports* "Best Buy" Accolades



PROJECT OVERVIEW:

Heather presented with an old-style resume that did little to showcase her very impressive career to date. As we gathered data for her new career communications tools, it quickly became clear that she was an industry innovator who was the first to develop several marquee products. I couldn't highlight her product portfolio for this TORI submission, but in the resume I designed for her, I included several photos of her work to help her brand stand out.

Heather's track record was consistent but extensive, so it was necessary to edit out some of her achievements to focus on her best work. I focused on using her employer names and product innovations to help set her career brand apart and draw attention to her cutting-edge fabrics and tools. Given her specialization in the outdoor luxury space, it made sense to give her resume an outdoorsy feel. The green color scheme, photos, and icons highlight her niche while sharing a wealth of relevant details in compact spaces. The custom-designed logo, positioning, and tagline help the reader to quickly grasp her career focus and the SmartArt mini-summary, over-sized revenue claim, and trio of taglined achievements further define her scope of experience (retail and online; innovative fabrics and materials; and mobile and digital platforms).

She has just started her career search, but already Heather is attracting the attention of recruiters and hiring executives. The response to her dynamic resume has been all that she hoped it would be.