

## SUMMARY

- **Turn Around Specialist** - Entrepreneurial CEO – Results Driven.
- CEO of four Private Equity backed companies.
- Founder of three start-ups - all with successful exits.
- Broad experience with leading consumer & luxury groups (P&G, Unilever, L’Oreal, Chanel, Estee Lauder).
- Extensive International experience – 10 + years living and working abroad.

## EXPERTISE

- **TURN AROUNDS:** Successfully turned around 4 private companies. Turned 7-year money losing retailer profitable in one year. Restructured gourmet food business - sold non-performing stores, downsized staff by 50% & cut losses by 80% in first year. Restructured a fragrance company, returning it to profitability in a year.
- **P&L MANAGEMENT:** Bottom line focused results. Experienced partner to owners, PE firms & Family Offices.
- **STRATEGY:** Advised broad range of start-ups to major multi-nationals. Developed strategy and implemented direct to consumer platform that took an \$8 M revenue company to a \$200 M exit within four years.
- **LUXURY & LIFESTYLE BRANDS:** Expert in development, growth & management of luxury and lifestyle brands. Categories include: – fragrance, toiletries, fashion, luxury tabletop, and gourmet foods.

## TESTIMONIALS

*“Dale is not simply outside the box of conventional thinking, but rather he has no box at all. While creative thinkers have good ideas, it is not typical that they are also very productive. Dale is the rare exception of someone who combines creativity with the ability to get things done. Dale has impeccable integrity and ethical standards.”*

- **Maria-Elena Lagomasino** – CEO WE Family Offices, Former CEO GenSpring Family Offices and JP Morgan Private Bank

*“Dale is an outstanding professional manager with impeccable integrity and I thoroughly recommend him.”*

- **Maurizio Borletti** – Former Chairman Printemps, Rinascente and Christofle

*“A consummate professional and entrepreneur... a real team player, Dale is a model of integrity and honesty.”*

- **Michel Ducros** – Chairman Fauchon

## EXPERIENCE

### LUXURY SOLUTIONS

2009 – Present

Chief Executive Officer

- **Advisory Services to Consumer & Luxury Companies** - See [www.luxury-solutions.com](http://www.luxury-solutions.com) for case studies.
- Interim management, strategic planning, capital raising, marketing, e-commerce, market research.
- Clients: Chanel, Procter & Gamble, Net Jets, Estee Lauder, L’Oreal, Hinckley Yachts, Loro Piana, Hugo Boss.

### INSTYLE FRAGRANCES Shelton, CT

2016 - 2018

Chief Executive Officer

- **Turn Around Project - Returned Business to Profitability Within One Year.**
- Downsized staff & restructured debt.
- Reduced inventory by 40% dramatically improving cash flow.
- Relaunched product range with award-winning design. Launched e-commerce site & Amazon initiative.
- Reduced COG and increased margin by 8%. EBITDA was increased from break even to 15%.

## INTERSTATE CONNECTIONS *Austin, TX*

2007 – 2008

Chief Executive Officer

- **Achieved First EBITDA Profitability in 7-Year History of Company.**
- Restructured & turned around this PE backed wireless retailer with 325 employees and 100 kiosk stores.
- Wrote new strategic plan, restructured field operations and reduced payroll by 20%.
- Increased profitability by 25%. Closed non-performing stores. Opened 10 new stores & redesigned kiosk.

## FAUCHON *New York, NY*

2004 - 2006

Chief Executive Officer

- **Turn Around Project - Restructured US Operations for this Private Equity Backed Company.**
- Reduced losses in 1st year by > 80%. Closed non-performing stores and unprofitable wholesale division.
- Negotiated \$5 M lease buyout by landlord.
- Expanded distribution in Neiman Marcus. Launched new catalog and e-commerce division.
- Increased the restructured business revenue by 40% in two years.
- Managed staff of 80, production facility & retail stores. Implemented new incentive compensation plan.

## CHRISTOFLE *White Plains, NY*

2002 - 2003

President, North America

- **Built Most Profitable Subsidiary in the World.**
- Managed staff of 60 and retail network of 14 stores for this \$100 M privately owned business.
- Increased gross margin by 8% by eliminating discounting and raising prices.
- Increased cash flow through new logistics strategy reducing 5000 SKU's to 650.
- Expanded retail footprint. Acquired Chicago franchise; opened 5 shop-in-shop stores at Bloomingdales.

## JASMIN.COM *New Canaan, CT*

1999-2000

Founder & Chief Executive Officer

- **Founder of One of the First Fragrance E-Commerce Businesses. Partnered with P&G and Ulta.**
- Raised \$5 M in Venture funds from Upfront Ventures. Formed joint venture with ULTA for fulfillment.
- Formed strategic alliance with P&G's Prestige division to launch Hugo Boss fragrances online.
- Designed innovative in magazine sampling program. 40 Million samples distributed - largest program ever.
- Negotiated sale to Ashford.com for \$26 Million.

## FRAGRANCE SOLUTIONS *New Canaan, CT*

1996-1998

Founder & Chief Executive Officer

- **Founder of Market Research Firm; Created and Launched Industry Benchmark FragranceTrack™ Study.**
- Clients included Chanel, Estee Lauder, Givenchy, Dior, L'Oreal, Lancôme, P&G Prestige, IFF and Givaudan.
- Sold Business to the NPD Group.

## EARLY CAREER

COLGATE-PALMOLIVE - *New York, NY*

Marketing Manager

FIRMENICH - *Geneva, Switzerland & London, England*

Account Manager

GIVAUDAN - *Paris, France*

Regional Account Manager

CATHERINE'S FINE ACCESSORIES - *Greenwich, CT*

President/Owner (Sold to Kate Spade)

## EDUCATION

MIDDLEBURY COLLEGE – *Middlebury, VT* - B.A.

INSTITUT D'ETUDES POLITIQUES – *Paris, France*

PHILLIPS ANDOVER & EXETER SCHOOL YEAR ABROAD – *Rennes, France*

# Dale Dewey | INTERIM ROLES

## OVERVIEW

- **Advisory Services to Consumer & Luxury Companies – Often Encompass Interim Management roles.**
- Projects include strategic planning, raising capital, marketing, e-commerce, market research.
- Clients include: Procter & Gamble, La Prairie, Net Jets, Chanel, Givaudan, Primal Nutrition, Audemars Piguet, Estee Lauder and numerous start-ups and early stage ventures
- See [www.luxury-solutions.com](http://www.luxury-solutions.com) for case studies.

## GIVAUDAN ACCESS

### Founding/Interim Chief Executive Officer

Hired by the CEO of this \$5 Billion Fragrance and Flavor Company to develop their B2B online strategy. Directed a multi-national and cross disciplinary team and wrote business plan to serve small clients more efficiently via an Internet portal. Served as interim CEO and secured a \$20 million investment from the board. Hired the management and technology team to launch this new division. Successfully launched business which was awarded a FIFI (the fragrance industry's Oscar) for Best Technological Innovation.

## NETJETS

### Lifestyle Portfolio Founder & Creator

Conceived of and pitched idea for the creation of a portfolio of unique, one of a kind luxury items to be offered exclusively to NetJets' owners. Secured CEO approval and proceeded to design and publish the NetJets Lifestyle Portfolio of extraordinary luxury goods and services from the finest luxury brands including Loro Piana, Dior, Steinway, Chopard, Audemars Piguet etc. [Click Here to View Portfolio.](#)

## GENSPRING FAMILY OFFICES

### Interim Chief Marketing Officer

Hired as the interim CMO to rebrand the company and reposition it for growth. Conducted a company-wide culture study in conjunction with a major branding firm leading to the repositioning of the company as a Family Office Business. Differentiated the company and brand from traditional financial services companies, through a new office design in conjunction with a New York based design firm – design featured in the New York Times as example of innovative new office space.

## PRIMAL BLUEPRINT

### Interim Chief Operating Officer

Hired by the founder to reposition the company for growth. Recommended a change in the company's strategic focus to be product oriented focused on weight loss. Redesigned the company's website to focus on the strategic priorities. A new e-commerce platform (Magento) was installed to improve the shopping cart functionality. Business tripled over the next three years then sold to Kraft Heinz for \$200 million.

## TRIBEZA MAGAZINE

### Chief Executive Officer, Publisher & Editor

Acquired, restructured and sold business in 12 months. Grew revenues by 60%. Redesigned layout and enhanced content. Designed and launched new web site. Created and produced Austin's largest fashion show ever and Austin's leading Wedding Event. Sold business to partner.

# Dale Dewey | TESTIMONIALS

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-**MARIA-ELENA LAGOMASINO:** FORMER CEO, JP MORGAN PRIVATE BANK & GENSPRING FAMILY OFFICES

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**“Dale is an outstanding professional manager with impeccable integrity** *and I thoroughly recommend him.*”

- **MAURIZIO BORLETTI** – FORMER CHAIRMAN PRINTEMPS, RINASCENTE AND CHRISTOFLE

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**“I know few executives who match the breadth of Dale's experience.** *Dale's astute strategic vision is rooted in his broad range of experience in the luxury arena. Whether it is marketing, market research, e-commerce or retail he has done it all in numerous luxury categories. His premier list of luxury clients is a testament to his expertise. As an entrepreneur he knows how to roll up his sleeves to get the job done. He knows how to talk the talk, because he has walked the walk.*”

- **GREGORY J. FURMAN:** FOUNDER & CHAIRMAN THE LUXURY MARKETING COUNCIL

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**“Dale brings a unique combination of qualities - a deep understanding of the luxury goods market,** *smart business ideas, and the ability to execute.*”

- **STEVE ZACKS:** CEO OF THE LAVER CUP, FORMER CMO – NETJETS

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**“A pragmatic, can do attitude to get things done is what distinguishes Dale.”** *Dale is a consummate professional with an astute mind who always brings creative solutions to the table. His ability to combine that strategic strength with a pragmatic, can do attitude to get things done is what distinguishes Dale from most other executives.*”

- **KIRK POSMANTUR:** CHAIRMAN, AXCESS WORLDWIDE

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**“Totally bi-cultural, a consummate professional and entrepreneur... a real team player.** *Dale is also a model of integrity and honesty.*”

- **MICHEL DUCROS:** CHAIRMAN FAUCHON

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**“My investment in Dale's advice paid off!** *Within three months of implementing his strategic recommendations, our revenues were up 30%.*”

- **BION RICE:** OWNER, HEAD WINE MAKER - SUNSTONE VINEYARDS

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**“Simply put - Dale gets things done!** *My company was in need of restructuring. Dale arrived and rapidly changed our strategy, cut costs, improved margins, relaunched products and returned us to profitability within a year.*”

- **ROB LUBY:** FOUNDER & CHAIRMAN - INSTYLE PRODUCTS GROUP