




David Aste

Manager, Director, Vice President

 Boston, MA, USA

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Languages

English (Fluent)

About

Established retail executive with exceptional ability to turn around performance for sustainable growth. Draws upon experience across multiple economic cycles, hands-on roles in every aspect of the business and a leadership philosophy of empowerment and leading by example. Utilizes analytics and sound judgment to take risks and develop innovative strategies to improve operations. Exceptional performance in the front of the house as well as the back of the house.

BRANDS WORKED WITH

Armani

Bloomingdales

CHANEL

Ermenegildo Zenga

Giorgio Armani

Louis Vuitton

Oscar de la Renta

Experience

● General Manager

Ermenegildo Zenga | Sep 2019 - Apr 2021

Recruited back to the Company to rebuild the Chicago business with a total annual volume of \$5M- the third largest store in the US. Managed a staff of ten associates. Increased business by 30% in first 3 months back by analyzing selling flow and implementing changes for product placement and focus tables for key products, reconfiguring stock room, shifting mindset to client-centric and allowing budget for client/prospect entertainment. Implemented a strategy to address reduction in traffic which included consignments, virtual appointments and customized look books for clients based on past purchases which became 60% of sales. Segmented clients for a proactive outreach capturing lapsed clients and increasing sales of existing clients.



● Store Director

Louis Vuitton | Jun 2017 - Sep 2019

Led and developed a staff of 40 associates including 6 Team Managers with total volume \$40M. Partnered with Regional team to develop PR initiatives, CRM practices and operational improvements. Grew the business 48% during tenure through a comprehensive approach: reorganized personnel structure from 90% part-time associates to 80% full-time and an added manager; developed mentoring and training to achieve \$2M in sales which two associates achieved; rearranged management's time to focus on categories and team development and management. Created initiatives for the grand reopening of the boutique to host private VIP client events which generated nearly \$350k in sales prior to opening. Appointed a manager with responsibility for all CRM initiatives to develop strategies to improve results, hold salespeople accountable and identify areas for additional coaching and training.

● General Manager

Ermenegildo Zenga | Jul 2013 - Jun 2017

Oversaw staff of 7 associates in this luxury retail store with total annual volume of \$4M. Turned around performance through a comprehensive strategy developed after listening to sales associates and partnering with corporate functions. The approach included: Reorganizing the stock room making the most requested product first and foremost and clearly labeled products for quick and easy identification. Developed strong relationships with Corporate departments through transparent communication which improved reception to feedback on initiatives such as events, product needs and CRM initiatives. Implemented a customer-centric culture, improved relationship between sales and management and set clear performance expectations for all associates. Partnered with PR and Marketing teams to identify key charities and events to promote the business. Leveraged relationship with local athlete to host private VIP events and partnered with Nantucket Wine Festival to host a high potential couple who had not shopped with the brand; both resulting in tens of thousands in sales.



- **Vice President –Retail**

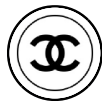
Oscar de la Renta | May 2012 - May 2013

Managed Corporate Buying and Operations teams with a total volume of \$40M for 11 boutiques in 7 domestic and 4 international locations. Partnered with COO and merchandising team to revamp sell-through strategy utilizing historical analysis and competitive intelligence. Results included a 55% full price sell-through and 70% sell-through for the season while reducing the buy dollars by 25%. Boutique exclusive merchandise achieved a 70% sell through. Implemented a strategy with merchandising team that included additional markdown timing, seasonal product flow, and end-of-season employee and warehouse sale to reduce total inventory by 40% which grew business by 25%. Partnered with the COO to develop the London business; hired international law/accounting firm to manage payroll, benefits, and compliance with local labor laws. Oversaw construction of the London boutique and renovation of the NY Flagship boutique working directly with architects and construction teams ensuring on time and on budget completion. Developed leased department in Bloomingdales NY by negotiating contract, identifying key product categories and ensuring space was built to specifications.

- **Group Manager – Men's & Home Store**

Bloomingdales | Sep 2011 - May 2012

Led 5 Department Managers and 75 Sales Associates with a Total Volume of \$35M. Identified performance opportunities with HR Manager to develop performance improvement plans, implemented strategies to support associates and consistently followed-up to sustain improvement. Maintained strong floor presence to ensure support for the teams as well as the client experience. Able to shift priorities as needed to achieve sales goals.



- **Vice President – Retail Boutiques**

CHANEL | Jun 2006 - Jul 2010

Managed 15 Boutique Directors across the US with a total volume of \$150M growing 50% during tenure. Reduced total headcount by 10% while exceeding sales budgets and bottom-line profitability. Created Area Manager role and promoted internally. Opened 2 new locations resulting in additional \$20M in sales and oversaw the renovation of 3 locations achieving a 40% increase in sales. Improved client communication by partnering with CIO, CFO, and Operations to create a CRM strategy that included budget, associate training materials, and company-wide rollout schedule which allowed monitoring of sales/client communication and brand adherence. Expanded KPI's for Boutique Directors from one KPI to several including sales, operations, and loss prevention to improve accountability and performance.

- **Vice President of Retail**

Giorgio Armani | Jun 2004 - Jun 2006

Managed 10 General Managers across the US. Oversaw the renovation of 2 locations resulting in a 20% increase in sales. Addressed corporation's increased sales quota in conjunction with decreased budgets, through staffing changes, improvement management communications and increasing field



- **General Manager**

Armani | Aug 1998 - Jun 2004

Led 100 Associates including Department Managers, Sales Associates, and Operations teams with a total volume \$42M. Grew the business by 20% during tenure. Stemmed talent drain of salespeople to competitors by overhauling compensation strategy and implementing a retention program which resulted in top performers growing business multifold within four years. Conducted semi-annual walk throughs with Mr. Armani and his team to discuss sales trends and product needs.