



Celeste Depiano

Business development

New York, NY, USA

[View profile on Dweet](#)

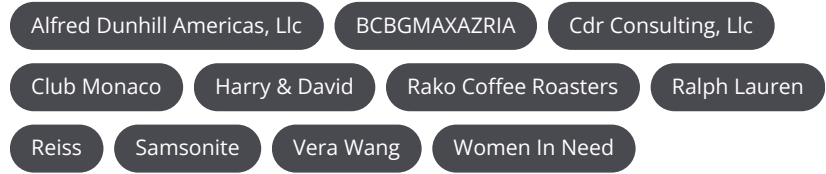
Languages

English

About

Senior executive with expertise in driving sales, client experience, marketing, operations, talent management & people development, merchandising, real estate and store development at the district, regional, and corporate level for global omni-channel businesses.

BRANDS WORKED WITH



Experience

● Director of Corporate Retail Development

Rako Coffee Roasters | Mar 2022 - Now

- Devise and plan a café expansion strategy for North America and Europe.
- Identify locations by diligently working with real estate brokers
- Present recommendations to Board and CEO with all market research, comps, budgets, etc.
- Proactively pursue the prospecting plan with set targets of café openings
- Work with legal team to negotiate all leases
- Budget planning and tracking for new locations, while working with finance team and CEO
- Coordinate all efforts and workflow with construction managers
- Point of contact for all landlords, brokers, construction managers, architects, designers, real estate and legal team
- Manage opening schedule of all cafes in all markets
- Ability to convert challenges into opportunities

● Business Owner/Luxury Consultant

Cdr Consulting, Llc | Oct 2018 - Mar 2022

Expertise in Business Development/Sales Strategy/Operations/Client Experience/Talent Management/People Development/Process Improvement/Workflow Efficiencies/Merchandising/Product Development



● Vice President of Retail, North America

Reiss | Jul 2015 - Aug 2017

- Provided strategic vision, leadership, and guidance of global fashion brand, based in London, operating 38 doors, throughout the US and Canada.
- Directed the development and execution of strategy that maximized the performance of all functional areas within the division, i.e., Merchandising, Inventory Management, Store Management, Operations, Finance, Visual, Marketing and HR
- Set and drove retail expansion strategy from ideation through execution and elevation
- Direct P&L responsibility with an outstanding record in meeting financial goals through managing operational metrics for all store locations
- Responsible for all aspects of daily operations, leading the team and driving the business for both short- and long-term success
- Ensured a world class shopping experience existed for customers through effective execution of selling and service



● Store Director, Madison Avenue Flagship

Ralph Lauren | Nov 2012 - Jul 2015

- Responsible for the Global Men's Flagship, 100 plus employees, covering all departments and services.
- With a focus on people development, luxury service standards, and

perfecting product presentation standards, delivered increases of \$1.2 mil in top line sales for FY14 and \$1.6 million for FY15, and improved retention rate of sales professionals to 60%, up from 28% fiscal 2013

- Full P and L responsibility, improved revenue stream, delivered controllable expenses plan for fiscal FY14
- Hosted VIP and celebrity clients daily



● Senior Vice President, Stores and Wholesale

Harry & David | Oct 2010 - Mar 2012

Responsible for 120 outlet and specialty locations nationwide, for purveyor of gifts and gourmet foods. Reported to the CEO and Board of Directors.

- Member of Executive Team that successfully completed reorganization efforts, emerging from bankruptcy within 5 months of filing
- Managed Wholesale Vice President, 2 Regional Directors, 10 District Managers and Retail Administrative staff of six
- Developed, communicated, and executed strategic business plans for retail store operations and wholesale venues
- Planned, directed, and coordinated the activities of retail operations to achieve total company sales, profit and operating targets
- Proactive collaboration across key functional areas to define promotion, merchandising, category management, supply chain management, pricing, training and other strategies that enabled store operations to execute seamlessly
- Forecasted and reviewed financial and operating budgets/results for all retail operations



● Volunteer

Women In Need | Jan 2010 - Oct 2010

Non-Profit Organization providing housing, help and hope to homeless and disadvantaged families. Worked with women in the employment center teaching interviewing skills and basic computer skills, helping them write resumes and find permanent housing.



● Vice President/General Manager Retail, North America

Samsonite | Sep 2007 - Oct 2008

Responsible for the development of all retail operations and support functions for 200 stores and oversight of all new store openings with annual revenues of \$130 million.

- Charged with growing retail channel sales and supporting the company's up-market brand repositioning
- Managed the Vice President of Merchandising, Vice President of Store Operations, Vice President of Store Development and Real Estate, 3 Regional Directors and 10 District Managers
- Full P & L responsibilities and accountabilities for all retail in North America
- Developed global retail marketing programs and operational and training strategies
- Responsible for merchandise assortments and improved product offerings
- Created new product classifications to generate incremental sales
- Continual evaluation of real estate portfolio to improve DCM and EBITDA through negotiating favorable lease renewals, closing under-performers and selecting new locations
- Hosted quarterly business review meetings for global CEO and Board of Directors



● Director of Partner Shops

BCBGMAXAZRIA | Dec 2005 - Sep 2007

Responsible for 160 leased locations in various Department Store chains nationwide.

- Direct report to 4 Regional managers, 39 District Managers and 800 plus employees
- Led strategic direction for on-going development and growth of division
- Established and maintained quality relationships with senior executives of department stores, resulting in stronger partnerships and improved business relations
- Spearheaded coordination and execution of all details for additional

sixty door rollout

- Developed new fixture package and merchandise standards to improve sell through ratio

- **Luxury Consultant**

| Dec 2003 - Dec 2005

Management of backstage celebrity and VIP events and services.

- Consulted on design, production, staffing, and management of "Green Rooms" and celebrity gift lounges for television award shows and film festival events
- Strategic business development for an upscale Paris based apparel start-up
- Creation of new line of luxury leather business accessories

- **Director of Retail**

Vera Wang | Oct 2002 - Feb 2004

Planned strategy, forecasts, and budgets for the retail division. Responsible for the profitability and operations of the retail business. Reported directly to Vera Wang and the COO.

- Hired to enhance retail operations and increase doors for the company
- Improved fiscal 2003 results by 20% through operational improvement, staff training and focused customer service
- Planned strategy and promotional activity with fine jewelry, shoes, fragrance, and crystal licensees
- Purchased all product categories for retail division including fine jewelry, bridal gowns and accessories, RTW, shoes, fragrance, crystal and gifts
- Analyzed business trends and made recommendations to principles and financiers monthly
- Responsible for all VIP retail events, as well as VIP and celebrity clients

- **Vice President Retail**

Alfred Dunhill Americas, Llc | Oct 1999 - May 2002

Responsible for the US division of international men's luxury retailer. Interfaced regularly with international planning. Participated in global meetings to create strategy on store design, US expansion and real estate, product development and assortment for fine jewelry, watches, leather goods, shoes, menswear, and furnishings.

- Improved gross margin from 51% to 63% within key categories such as fine jewelry, watches, small leather goods and menswear
- Developed program for national in-store events to improve Company visibility and sales through VIP and celebrity contact
- Designed and implemented national training program
- Complete Profit and Loss responsibility of US division
- Responsible for identifying and pursuing potential new retail locations, leading the development and opening the new stores



- **Regional Manager, Northeast**

Club Monaco | Nov 1995 - Oct 1999

Operational lead on roll-out of the Club Monaco brand for the East Coast.

- Developed most profitable region company wide. Ranked by sales per square foot, volume, and employee productivity