

Meg Hopkins

Entrepreneur and Owner, Elements East and KineticMKE

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Summary

THE TIME IS RIGHT to bring my entrepreneurial spirit to the forefront.

LEVERAGING OFF an all encompassing corporate retail career at Allen Edmonds, adidas, Kohl's Department Stores and The Gap, I am turning my energy to owning and operating two private ventures that bring beauty, design, and innovative fitness to the greater Milwaukee area-my chosen home.

WITH A CREATIVE DESIGN EYE, and keen attention to detail I relish the opportunity to be the steward of Elements East-a store which uses a 21st century design eye to curate one-of-a kind, traditional Asian furnishings and artwork to transform living spaces. Fueled by a desire to honor the history, tradition and beauty embodied by our imports, our mission is to help our customers enhance and differentiate their own personal design aesthetic.

A GOOD DEAL OF MY ENERGY stems from my belief that nothing works well if you don't feel healthy. A life-long advocate of exercising, I have spent countless hours trying to avoid injury. My life changed when I discovered the GYROTONIC EXPANSION SYSTEM which features a unique way to heal, regain strength and agility. My new studio, KineticMKE, pairs Pilates with Gyrotonics to offer the body an innovative way to achieve a peak state of health by offering emphasis on strength, flexibility, posture and body recovery.

IT IS IMPOSSIBLE TO CONVEY IN WORDS how excited I am to pour my energy and experience into these ventures. Sixteen years ago, my family left Northern California for a business opportunity in Milwaukee. I have never looked back. In addition to a wonderful career, I fell in love with a diehard Packer fan, his family and an amazing group of friends. I look forward to contributing to the vibrancy of Milwaukee and the great state of Wisconsin.

Experience

Vice President, Head of Sales at Allen Edmonds

March 2014 - April 2017 (3 years 2 months)

Channel Director, Sales at adidas

February 2010 - March 2014 (4 years 2 months)

Led sales for Sporting goods, Family footwear and department stores

SVP, Divisional Merchandise Manager Footwear at Kohl's Department Stores

March 2002 - April 2009 (7 years 2 months)

In charge of P&L for \$1.3B footwear business, including buying, line assortment determination, strategic marketing, merchandising, brand exclusivity, and vendor negotiations to achieve profit targets. Developed financial plans in collaboration with merchandising team. Empowered staff of 30, including 7 direct reporting buyers.

- Boosted market penetration of private branded footwear by over 10% within overall footwear business, with improved margins during last 2 years; collaborated with product development team in improving quality of private brands.
- Created 3 tier pricing and developed customer profile segmentation that focused the assortment and provided a wider product line to capture sales opportunities.
- Revamped the offered product assortment that broadened appeal and attracted new customers.
- Rebuilt and re-positioned non-performing product lines that reclaimed and restored market position.
- Introduced high-performance athletic footwear in 2006 resulting in athletic footwear market share increase from #6 in 2003 to #3 in 2008 within trade channel, and contributing to growth from 0 to 15% of all athletic shoe business within 2 years.
- Launched new brands and created merchandising and design strategies for exclusive brands, such as Simply Vera Wang, Candies , Dana Buchman and Natural Soul by Naturalizer .
- Heavily involved in developing new shoe in-store concept that is rolling out to all new and remodeled stores.
- Turned around staff attitude and environment achieving consistent high rankings in staff retention and satisfaction in the enterprise.

Vice President

1996 - 2002 (7 years)

Vice President – Planning & Allocation # 2000 - 2002

Directed \$2B planning function for Gap Kids and Baby Gap on a global basis. Established financial planning strategy for global organization, and partnered with Merchant SVP of Kids in executing merchandising initiatives.

Managed needed strategy shifts by market globally. Supervised 5 Directors of Planning and over 100 in the planning organization. Functioned as 1 of the key team leaders in directing change management and training initiatives during period of drastic changes involving layoffs.

Vice President – Divisional Merchandise Manager • 1996 – 2000

Accountable for managing the Girls Division and the Woman's Woven areas with sales volume of \$1B to \$1.5B. Strategically built product lines in collaboration with the Design Group. In charge of merchandising and assorting the product lines. Ensured quality and advantageous pricing in conjunction with domestic and overseas Production Team. Maximized trends and directed Women's Khaki area during major new advertising campaign. Developed production and planning strategies that maximized trending business. Directed staff of 3 to 7 direct reports with staff of 20 – 30.

- Trended with or above the company trend throughout tenure.
- Maximized key trends in business to meet or exceed sales objectives.

Education

Brown University

BA, Honors History, 1980 - 1984
