



Department of International Trade and Marketing (ITM)

Talking Trade @ FIT

A Day in the Life of an International Executive

Monday, November 7, 2016

5:00 p.m.-6:30 p.m.

FIT's Dubinsky Student Center, 8th Floor Alcove

Moderator:

Panelists:



Mark Greiz, moderator;
Adjunct Instructor, Dept.
of International Trade &
Marketing; *FIT*;
Principal: *MARK GREIZ
CONSULTING*



Steven Hurwitz, Senior VP,
Product Development,
Manufacturing, & Sourcing;
TUMI, INC.



Sydney Price, Senior VP,
Corporate Social
Responsibility;
KATE SPADE & COMPANY



Dina Avramidis, VP of
Production, Production
& Quality;
STELLA AND DOT

Course Corrections Every day

Nov 7 2016

FIT

“Do as I say, Not as I do”

Nov 7 2016

F I T



Dilbert.com DilbertCartoonist@gmail.com



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Attributes Considered Valuable (I think)

Before we begin – my thought process “do as I say, not as I do”

- Curiosity keep asking questions
- Communicate, Communicate... effective business writing
- Be a good listener (its ok to be a little deaf)
- Know your product
- Consumer centric.... Read the reviews
- Shop the stores with your customers -- who are your customers ?
- Connect to the world – get out of your comfort zone , cross functional knowledge, NO silo!
- Hi! to the Finance team. Understand costing, margin analysis, comfort with #s
- Communicate, communicate... e mails vs. face to face
- Own the product! – be resourceful to get things done

When you think “got it ” there’s more

- Adaptable / Agile -- Change is coming / Disrupt the process
- Read the newspaper and trade publications
- Problems don’t disappear
- Learn from failure -- make a mistake once, take responsibility
- “Devil is in the details” –
- “Zoom up” - “Zoom in”
- Be optimistic -- nothing is gained from pessimism
- Use technology but success results from communication and collaboration
- Did I mention Communication??
- Stamina ...
- Stress OK, but don’t get stuck
- Right place, right time –
- Be choosy
- “The harder I work the luckier I get”
- You are the most important Brand

- My contact:

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908 764 2423



"Auto reply: I am dead and will have limited access to e-mail."

CN
COLLECTION

FIT

EARN A BACHELOR OF
SCIENCE DEGREE IN
INTERNATIONAL TRADE
AND MARKETING **ONLINE**

State University of New York

Fashion Institute of Technology
Where creativity gets down to business.

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Production, Production & Quality:
STELLA AND DOT

Desired Outcome

Dina Avramidis

Stella & Dot:

Vice President - Production, Product Development and Quality Assurance



Climbing the Corporate Ladder



- 1984 - Immigrate to USA
- 1985 – Married
- 1987 –Cashier at ToyRus
- 1987 – Data Entry /Customer Service at Jonathan Logan
- 1989 – Data Entry / Order Maintenance at Liz Claiborne
- 1990 – Administrative assistant to the director of Production at Liz Claiborne
- 1991 – Production Specialist at Liz Claiborne
- 1994 – Production Manager at Liz Claiborne
- 1996 – Senior Production Manager at Liz Claiborne
- 1999 – Director of Production at Liz Claiborne
- 2010 – Senior Director Of Production at Liz Claiborne / Juicy Couture
- 2012 – Vice President of Production & Product Development of Juicy Couture brand of Fifth & Pacific (former Liz Claiborne)
- 2014 – Vice President of sourcing & manufacturing at Mundi Westport
- 2015 - Vice President of Production, Product Development and Quality at Stella & Dot

* Stella & Dot (Family of Brands)

- Founded in 2003
- Privately owned
- Our Mission: To Give Every Women The Means To Style Her Own Life
- 2012 the company made its mark and landed on the 57th spot of the 500 fastest growing private companies
- Specializes in Fashion Jewelry, Handbags, Apparel, watches, sunglasses, Fine Jewelry, and Beauty.
- Over 45,000 stylists Globally North America, Canada & Europe
- Family of Brands (S&D, Keep Collectives, Ever)

stella & dot

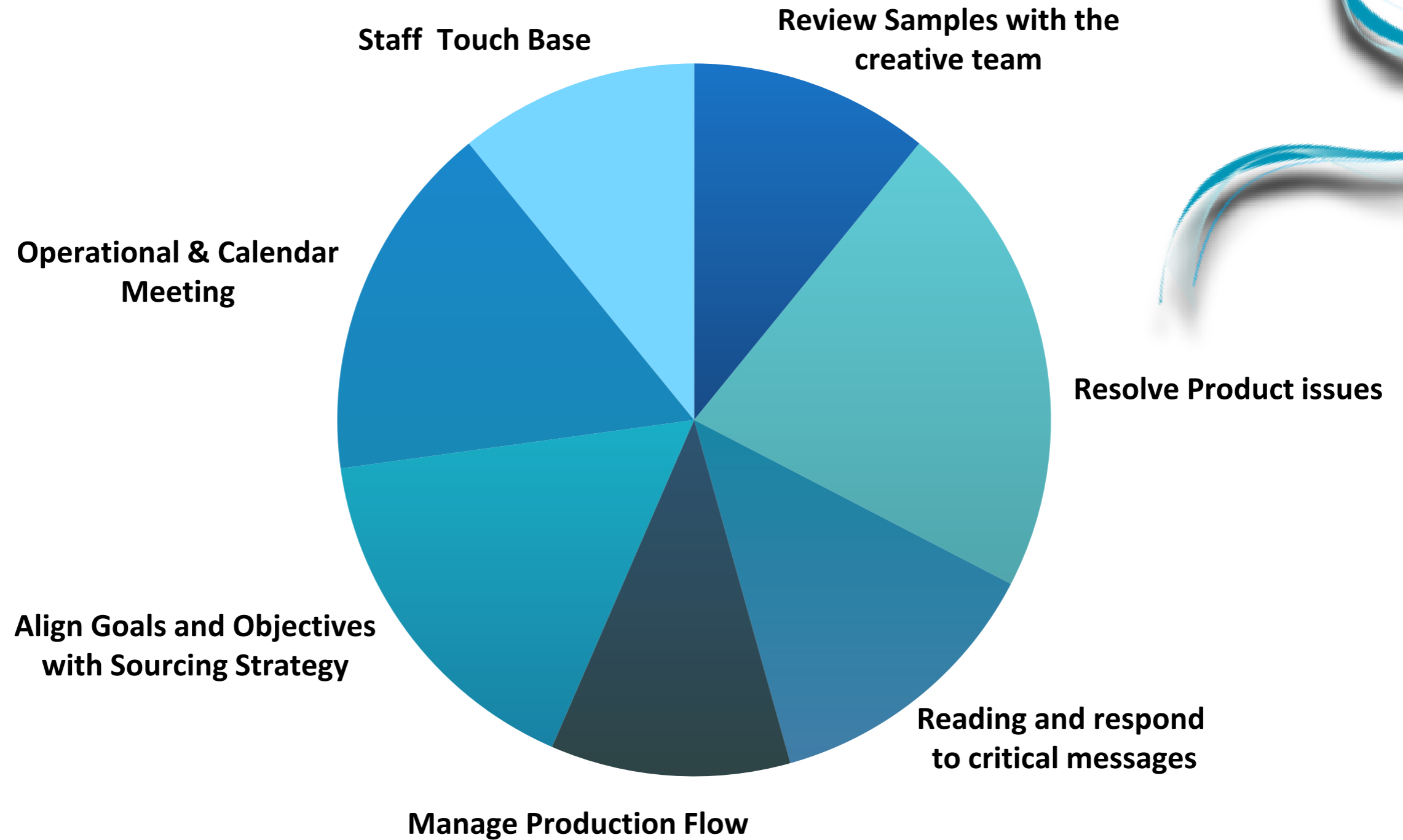


* Liz Claiborne Inc

- Founded in 1976
- Public Company
- in 1986 the company broke into the Fortune 500 list of America's largest corporations
- Specialized in Apparel, Accessories & Perfume for Women and Men with wholesale exceeding 1 billion dollar a year
- Portfolio included over 20 brands (Liz, Lucky Brand, Juicy Couture, Kate Spade, Mexx, DB, Sigrid, Ellen Tracy, Laundry)
- Multi Business - Wholesale, Retail, Ecom, International, Outlet and Off Price



A Day in the Life at Stella & Dot



Key Factors for my Career Success

- **Passion**

Persistence

Loyalty

Hard Work

Patience

Not Afraid

Confidence





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Formula to a Fulfilling Career

Passion +

Mentors +

Ongoing Skills Development +

Alignment with Company's Core Values

My Career Journey

Neiman Marcus

BERGDORF
GOODMAN



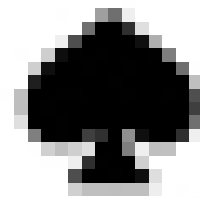
Where You Start is Not Where You End

- Assistant Manager RTW
- Manager Handbags & Accessories
- Assistant Buyer – Ladies Shoes
- Assistant Buyer – Men's Gentleman Sportswear
- Buyer – Men's Contemporary Sportswear & Private Label
- Buyer – Women's Designer Shoes
- Store Manager – Denver, CO
- VP Precious & Designer Jewelry
- VP Global Retail
- Founder Mindful Deeds
- SVP Merchandising & Direct to Consumer
- SVP Corporate Social Responsibility

My Journey with Kate Spade & Company



ON PURPOSE



kate spade

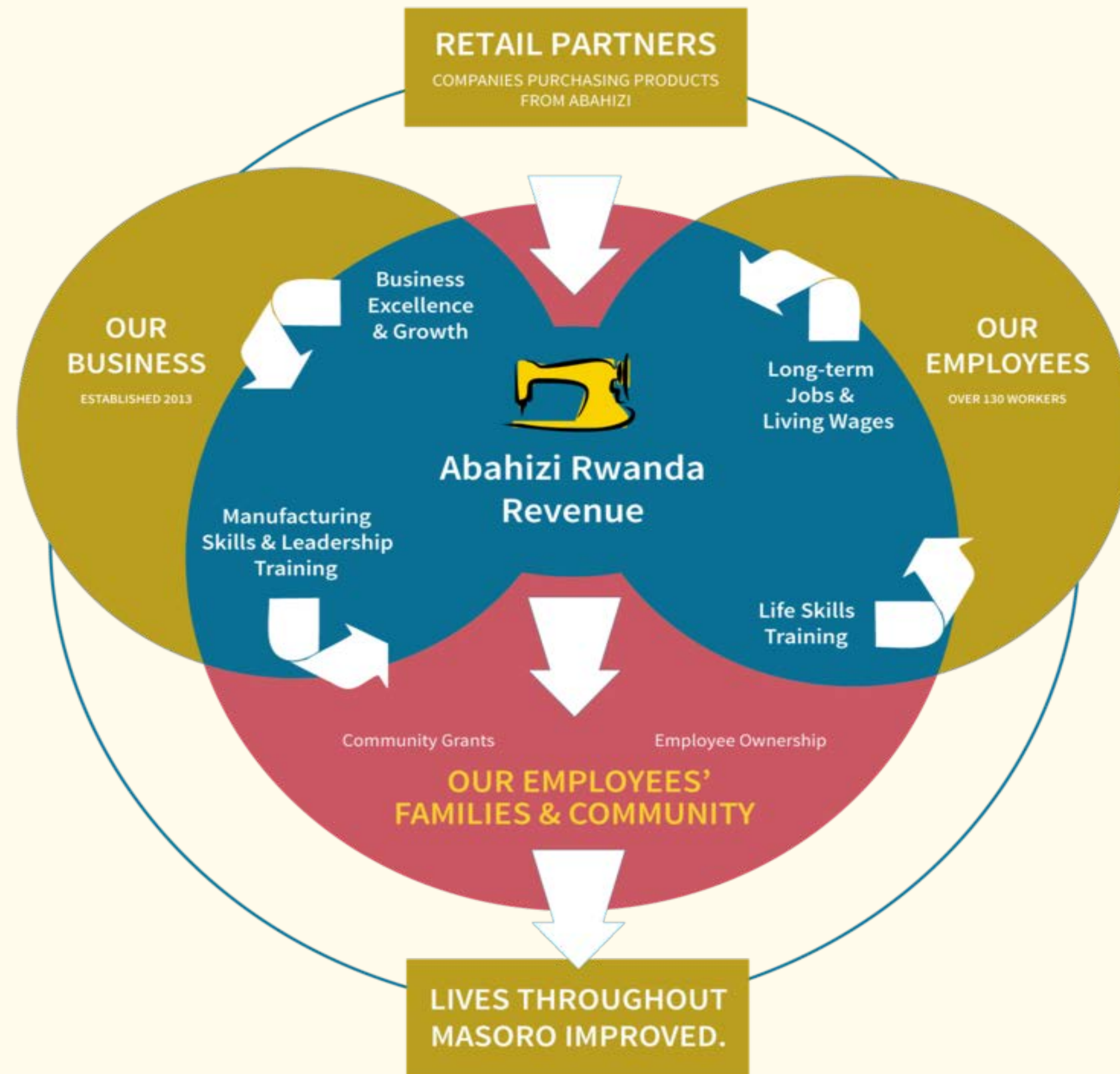
NEW YORK

JACK SPADE

“combining smart business with a strong social mission”



Economic & Social Good for Everyone



RETAIL PARTNER

CUSTOMER

MANUFACTURER / ABAHIZI

ARTISAN / EMPLOYEE OF ABAHIZI

COMMUNITY OF ABAHIZI



- Rwandan-owned, Women-owned social enterprise
- Independent, globally compliant manufacturing partner



- Full-time, consistent jobs unlock economic independence
- Robust life skills program ensuring the well-being of employees

- Economic ripple effect throughout community
- Local stakeholders feel shared ownership and accountability for the project





- Maximize employees' expertise for full integration
- Harness employee enthusiasm for community aid projects and increase job satisfaction

#on_Purpose



Challenges.....

- Working in a country with poor infrastructure: roads, electricity, internet, etc
 - Capacity development
 - Balancing economic & social needs
 - Importing raw materials
 - Exporting finished goods
 - Freight costs
-
- Working within 2 countries / cultures
 - Integrating a new business model into our supply chain
 - Maintaining competitive gross margins & high quality workmanship

Opportunities.....

- Join a company that has many career opportunities both vertical & horizontal
- Make sure your core values align to your company
- Incorporate your passion into your career
- Become an INTRAPRENEUR – drive innovation and creativity within a company

- Mitigate risk by diversifying product development in multiple countries
- Build a value chain that has a double bottom line: Economic & Social benefits
- Shift the way companies view global corporate citizenship
- Transparent & innovative partnerships
- Broaden customer base by attracting conscious & millennial customers
- Integrate employees skills = authentic heart connection to a new manufacturer

KATE SPADE & COMPANY

THANK YOU

