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

Panelists:
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”
MAY I ASK SOME QUESTIONS ABOUT YOUR JOURNEY TO SUCCESS?

I DON'T LIKE THE SOUND OF THIS.

I AM TRYING TO ASCERTAIN WHAT PERCENTAGE OF A PERSON'S SUCCESS IS PURE LUCK.

FOR EXAMPLE, WHO HIRED YOU FOR YOUR FIRST REAL JOB?

MY DAD. BUT IN MY DEFENSE, I INTERVIEW WELL.
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:

shurwitz33@gmail.com

908 764 2423
“Auto reply: I am dead and will have limited access to e-mail.”
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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)

* 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

- Review Samples with the creative team
- Resolve Product issues
- Reading and respond to critical messages
- Manage Production Flow
- Align Goals and Objectives with Sourcing Strategy
- Operational & Calendar Meeting
- Staff Touch Base
- Operational & Calendar Meeting
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
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
“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
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
THANK YOU