

MARILYN STEVENS An expert in marketing, brand and consumer products
Marilyn uses her entrepreneurial ingenuity, collaboration and imaginative thinking to create customer-focused, design-driven approaches that build brand, create innovation, enable business strategy and ensure customer satisfaction.

CREATING BUSINESS VALUE Knowing firsthand how design affects all aspects of an organization, Marilyn uses her background and expertise to:

- Help select the best merchandising and brand strategies, design vision and customer approach
- Ensure your product offer has a point of difference in order to grow, create new markets and build customer relationships
- Create vision for new product designs and bring those ideas to life
- Build design as a long-term engagement, emphasizing how design affects the entire customer experience

LEADERSHIP RESULTS Marilyn brings creative leadership and entrepreneurial ingenuity to the table. She has a reputation for understanding what customers really want, adhering to business strategy and creating product that has a unique and compelling story to tell.

An expert at opening new markets and launching start-ups she directed the merchandising, brand and product vision for a national retail brand from the ground up opening five stores, a full product line and achieving \$16.5 million in six years.

Ability to bring ideas to life across multiple product categories she consistently leveraged consumer and competitive insights, built strong internal and external alliances while leading the product team to achieve 30% yearly growth for six consecutive years.

Going against market trends led counterintuitive retail strategies to strengthen brand relevance and improve time customers wait for product by maintaining 85% production in the US while the industry moved overseas, reduced assortment size by 10% while achieving 20% growth when industry standard results were in the -3% to +3% range and improved in-stocks from 78% to 92%.

INNOVATION & DIFFERENTIATION As a creative leader, Marilyn has a natural curiosity and ability to stretch the boundaries of conventional problem solving, bringing fresh ideas and innovative strategies to organizations. Approaching challenges with humor and positive energy, she thrives on uncovering what really matters in otherwise complex situations. You'll find her entrepreneurial approach reflects her genuine passion for creating something from nothing. And while her intuition and artistic point of view guide her, she is unerringly results-oriented. In her own words, "Things have to matter, have purpose."

TANGIBLES

Marketing Strategy

Growth & New Markets
Retail Merchandise Strategy
Build & Extend Brand Story
Customer / Competitive Insights

Product Design & Development

Product Launch
Pricing, Positioning & Forecasting
Multi-Channel Merchandising

Retail Selling & Customer Experience

Multi-Channel Presentation
Advertising, PR & Promotion
Merchandise Store Planning
Product Training & Education

ATTRIBUTES

Balance of Intuition
& Business Acumen
Authentic Leader
Refined Design Aesthetic
Strong Alliances
Instinct For What Sells

MarilynStevens

4305 Zenith Ave South
Minneapolis, MN 55410

612 701 2406 cell

612 920 2305

mstevens@marilynstevens.com