**Laura A. Lamando Executive-Level Licensing Professional**

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*Entrepreneurial, innovative executive with strong consumer-centric skills, seeking an executive level consumer products role in Los Angeles. Passion for building and growing powerful brands and consistently driving growth. Experience in leading multifaceted initiatives related to consumer products and retail expansion for highly competitive markets. Skilled in casting strategic vision, implementing data-driven metrics and delivering measurable results to enhance profitability.*

*I help companies increase profits and market share by expanding their consumer products with long term planning, retail development and strategic partnerships that make sense for their brand(s).*

**Professional Experience**

**PLAYWORKS** • Oakland, CA • 2016-2019

**Head of Partnerships and business development – utah region**

Build and implement regional sales, marketing and growth metrics designed to increase year-over-year growth.

**achievements:**

 - Have increased market share with 50% growth expansion with new and existing partnerships in the first 2 years.

 - Increased partnerships by developing and maintaining state legislative, school district and board of education relations inclusive of a comprehensive RFP process.

**HUGE BRANDS USA** • Salt Lake City, UT • 2013-2016

**Vice President, Partnerships and Client Services / licensed merchandise design and production**

Directed licensed product development and retail marketing programs specific to our clients’ brands.

**achievements:**

 - Increased profits by proposing, pitching and winning the Sundance Film Festival licensed merchandise account for 2 consecutive years generating $200,000 in profits for the agency.

 - Increased overall agency business 30% in year 1 and 40% in year 2.

 - Shortened delivery timelines, improved production process and quality control, resulting in a higher volume of business.

**MEDALLION RETAIL** • New York, NY • 2009-2013

**Director of Project Management and retail marketing**

Led a six-member team of project managers to produce retail marketing initiatives and in-store communication programs for retail clients including Barnes and Noble and Destination Maternity national locations.

**SALT LAKE OLYMPIC 2002 OLYMPIC & PARALYMPIC GAMES** • Salt Lake City, UT• 1999-2002

**Director of Licensing – Salt Lake Olympic Committee**

Led licensing and retail operations team in conjunction with marketing and operations department, to design, build and sell all Olympic branded and co-branded licensed products in conjunction with the 2002 Olympic Winter Games

**achievements:**

- Increased retail sales by developing a strategic retail partnership plan starting locally and expanding nationally.

- Increased market share by initiating a co-license model under our exclusive apparel licensees to minimize production timeline, expand product selections and retail channels.

 - $500M in licensed merchandise sales during the Olympic Games.

**VIACOM** • New York, NY • 1998-1999

**Director Licensing and Retail Development – MTV Networks**

MTV Networks and VH1: Worked with licensees and led strategic retail expansion for network’s show properties

**achievements: (cont’d on page 2)**

 **-** Expanded MTV Network’s VH1 Pop Up Video market share with a new “Pop Up NYC” brand and merchandise program launched at Macy’s Herald Square with 70% sell through.

 - Worked with licensees to create and place MTV show property merchandise at specialty retail stores; Hot Topic, Spencer Gifts and more.

**SONY CORPORATION** • New York, NY • 1996-1998

**Director Licensing Retail Marketing – Sony Corporation for FIFA World Cup event**

Led retail sales and in-store marketing initiatives around FIFA World Cup licensed merchandise product placement.

**THE COCA COLA COMPANY** • Atlanta, GA • 1994-1996

**Licensing Manager – Global Marketing at The Coca-Cola Company for Coca-Cola Olympic City**

Summer Olympic Games in Atlanta: Built and Managed 25,000 square feet of co-branded Olympic Coca-Cola products.

**achievements:**

 - Increased incremental income with ancillary merchandise experiences such as t-shirt dispensing vending machines.

 - Doubled individual purchase transaction amount for every sale, each day of the Olympic Games.

 - Managed RFP process for on-site retail partner

 - Worked with NGBs, US Olympic Committee, IOC and Paralympic committee to create multi category co-branded product designs for sale at CCOC and local retail locations.

**FOOT LOCKER** • New York, NY • 1990-1993

**Brand Manager – Marketing**

Managed in-store product displays and marketing promotions, led sport event sponsored on-site retail presence

**Creative Experience**

**LAURA LAMANDO PHOTOGRAPHY** • New York, NY and Park City, UT • 2004-2009

**Principal / editorial photographer**

Professional editorial, sports, and event photographer for clients that included the U.S. Ski Team, Park City Jazz Festival, Sundance Film Festival, Park City Magazine, and the Salt Lake Tribune.

Website: [Laura Lamando Photography](http://www.lauralamando.com)

**Teaching Experience**

**NEW YORK UNIVERSITY** • New York, NY • 1990-2005

**Adjunct Professor, School of Marketing and Business Development**

Taught courses in Licensing, Product Development Merchandising, Retail Marketing, and Events.

**Education & Training**

**Bachelor of Arts in Elementary and Secondary Education with minor in Communication**

University of new york at plattsburgh | Plattsburgh, NY

**Postsecondary study in Photography and Design 2002-2004**

NEW HAMPSHIRE INSTITUTE OF ART | Manchester, NH

**Volunteer Leadership**

**Big Brothers Big Sisters, Volunteer Big Sister**, **Member Board of Directors**

**Park City Summit County Arts Council, Member Board of Directors**

*Built social media and email marketing presence to position Park City as a year-round art and culture tourist destination*