

# MATHEW PILEGGI

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## Experience

### **MERCHANDISE & BRAND CONSULTANT** | JERSEY MERCHANDISE | FEBRUARY 2018 - PRESENT

- Lead business development initiatives to identify new clients including researching, pitching, and negotiating.
- Develop and execute merchandising strategies that maximize revenue across multiple categories and distribution channels.
- Provide creative direction to graphic designers for production of merchandise in-line with branding strategy.

### **VP PRODUCT DEVELOPMENT** | MANHEAD MERCHANDISE | AUGUST 2016-FEBRUARY 2018

- Successfully conceived, art directed, and developed the company's most profitable merchandise collection to date, grossing nearly \$7M in a six-week period (Panic at the Disco, Spring 2017).
- Led creation and marketing strategies of the 'Mania' collection for Fall Out Boy, the company's tent-pole client. Successfully surpassed their previous collection sales in just one day's time. Grossed in excess of \$1M.
- Owned product development, strategized key product releases, and partnered with cross-functional teams to execute promotional plans surrounding product launches.
- Collaboratively developed line plan for each brand, in context of larger assortment and cost structure, and customize to each customer; create and execute seasonal business proposals with suggested assortments based on marketplace and customer base.
- Served as main point of contact between client and internal teams. Route and solve questions and issues. Maintain client satisfaction.
- Ownership of the brand's P&L.
- Managed relationships between 3rd-party vendor and internal partners to ensure alignment of deliverables and expectations.
- Monitored production calendar daily and follow through on deadlines.

### **DIRECTOR OF MERCHANDISE PRODUCT MANAGEMENT** | WARNER MUSIC GROUP | JANUARY 2014-AUGUST 2016

### **MERCHANDISE PRODUCT MANAGER** | WARNER MUSIC GROUP | OCTOBER 2009-DECEMBER 2013

- Responsible for the development of Wiz Khalifa's merchandise business, which achieved such milestones as the company's 2nd highest revenue grossing client, Hot Topic's biggest selling urban property, and Spencer's Gifts 2nd most profitable Urban brand of all time.
- Achieved a 300% growth of Shinedown's revenue in Retail, E-commerce and Venue Sales generating in excess of \$20M over 4 years.
- Led creation of the company's Experiential Marketing and Ticketing divisions, creating a new revenue stream. Each campaign out-grossing the previous campaign.
- Served as the primary relationship manager for accounts. Made recommendations to grow account's revenue based on data-driven insights and trends. Met with account regularly, prepared reports and presentations, and championed account internally.
- Developed both an overall annual product and assortment launch calendar as well as a detailed project timeline for each product launch, setting deadlines and deliverables for each step in the process. Created and managed merchandising calendar, from design to production, to delivery and on-time launches.
- Spearheaded multi-platform marketing initiatives leveraging celebrity and pop culture taste-maker endorsements, viral videos, social media, on-air appearances and music video product placement to increase sales.
- Monitored, assembled and analyzed weekly sales and stock levels; devise strategies and make recommendations to customers and internal partners regarding merchandising, markdowns and orders/reorders.
- Created and supported CRM and Email marketing campaigns.
- Responsible for business development by identifying opportunities through market research and networking to build a solid pipeline of repeat and new business.
- Managed, coached, and developed staff of 3.

### **MANAGER OF CREATIVE SERVICES** | BRAVADO INTERNATIONAL GROUP | NOVEMBER 2008-OCTOBER 2009

- Grew merchandise revenue of Lady Gaga, Justin Bieber, Led Zeppelin, Metallica through informed product assortments and strategic branding.
- Created brand strategies which included mood boards, style inspirations, and category growth strategies.
- Managed existing vendor relationships, and identified, evaluated, and implemented new sources of supply.
- Forecasted and responded to emerging consumer buying behaviors.

## Education

### **RUTGERS UNIVERSITY** | BACHELOR OF THE ARTS - COMMUNICATION | MAY 2002