
SABRINA L. ROBERTS

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SUMMARY

A strategic, results-oriented executive with a proven track record delivering strong, sustainable, and profitable growth in both emerging and mature business markets. An accomplished, versatile leader developing high performance teams enhanced through collaboration and strategic partnerships internally and externally. A chief merchant expert at balancing consumer decision factors with data, spotting and maximizing trends and building unique, targeted assortments with aesthetic and design direction that speaks to customers' desires and defining and driving product and merchandising strategies.

- Sales and Revenue Growth – P & L Responsibility
- Business Strategy
- Key Account Management
- Multi-Category Management
- Brand / License Management
- Digital / Multi-Channel Merchandising & Marketing
- Inventory Management
- Retail / Store Operations
- Cross Functional Team Leadership
- Excellent Verbal & Written Communication
- Ease working in and through large / complex companies internally and externally
- Product Sourcing / Product Development
- Customer Relationship Management (CRM)
- Scorecard Management (EDI, Fill, Supply, MD)
- Microsoft Office Suite, Databases

EXPERIENCE AND ACHIEVEMENTS

TRIANGLE HOME FASHIONS, INC.

DAYTON, NJ

VICE PRESIDENT MERCHANDISING & MARKET DEVELOPMENT (JULY 2018 – JULY 2019)

- Analyzed market opportunities and tailored new product development to promote sales growth for existing and new key national accounts.
- Drove new, non-comparable sales growth across retail and direct to consumer market segments.
- National accounts included: Home Goods, TJX/Marshalls, Walmart, BBB, Ross, Kohl's, Macy's, Meijer and Sam's Club. Provided strategic guidance for: JCPenney, Dillards, Boscov, Century 21 & Pier 1.

SUNHAM HOME FASHIONS, INC.

New York, NY

Vice President Sales - Bed & Bath; V.P. Bath Division - Design/PD/Sourcing (December 2016 – April 2018):

- Company P & L responsibility. Forecasted, tracked and reconciled budgeted categories.
- Led 6 of the 9 sales managers offering private, branded, and licensed assortments.
- Increased Sam's Club business by 50% with diverse product placement in the bath and kid's categories.
- Reactivated Walmart store account with placement of new Hotel Style bath rug. Rollout, Spring, 2018.
- Developed open line assortment, Penumbra Home, to drive online sales and opportunistic buys for brick and mortar accounts. Also, developed customer private label internet only merchandise: BH&G and Hotel Style.
- Drove Ecommerce business through sales team with curated events, Black Friday product promotions and special marketing events throughout the year.
- Transitioned bath division from Indiana facilities to NYC offices. – Hired, trained new design and product development team members and integrated and developed speed to market processes.
- Built seasonal lifestyle concepts and product ideas while driving every stage of the development process from initial design concepts to product delivery to customers
- Led development communication & built collaborative relationships with sourcing partners and vendor manufacturers while driving assortment development: Shanghai, China, New Delhi, Mumbai and Tamil Nadu, India, Faisalabad, Pakistan and Denizli, Turkey.
- **National Accounts:** Walmart, Sam's Club, Costco, TJMaxx, Home Goods, Marshalls, Ross, Big Lots, Burlington, Target, Macy's, BBB, Kohl's, JCPenney, Nordstrom, Dillards, Belk, Hudson Bay, Bloomingdales, Pier 1, Frontgate, Steinmart and BonTon.

- **Ecommerce:** Amazon, Wayfair and Hayneedle. **Brands:** SVVW, Hotel Style, BH&G, Members Mark, Hotel Premier, Martha Stewart, Wamsutta, Kenneth Cole, Threshold, Project 62 and others. **Sunham Licensees:** Lacoste, Yves Delorme, Ted Baker, Kohler, Scott Brothers, Kelly Ripa Home, Hugo Boss and bluebellgray.

NOURISON INDUSTRIES, INC.

Saddle Brook, NJ

Vice President – Home Accents; Director- National Accounts (November 2010 - November 2016)

- Drove new, non-comparable sales growth across all retail and direct to consumer market segments. Scope encompassed analyzing market opportunities and tailoring new products to promote sales growth for existing and new key national accounts.
- National accounts opened: Dollar General, Kroger, Pier 1, Nordstrom, Dillard’s, Fred Meyer, Gordmans and online pure play, HauteLook.com. Also grew existing accounts that included JCPenney, At Home, Home Goods, TJMaxx, Wayfair, Overstock.com and presented to the Costco account managed by the Nourison Owners.
- Understood diverse client base and developed products accordingly while executing backend processes to insure profitability.
- Introduced entry-level accent rugs to 11,000 Dollar General stores. Achieved favorably low, price points by facilitating direct overseas purchases with our company-owned factories in China.
- Opened area rug account and prospective pillow account with Pier 1. Placed high-end 6’x9’ cowhide rug at \$599 price point, one of Pier 1’s stores highest retails at the time.

JCPENNEY CO., INC.

Plano, TX

Senior Coordination Divisional Director (2008 to 2009)

- Contributed to the corporate-wide initiative to deliver a singular customer experience through combined merchandise and marketing multi-channel teams. Partnered with GMM identifying risks, opportunities and recommended an integration strategy to ensure alignment with company’s long-range objectives. Delivered educational campaign to engage retail stores during the transition.
- Incrementally reduced personnel 10% over 3 years, while maintaining revenue position in wake of national economic decline.

DTC Senior Buyer, Accent-Area Rugs, Soft Bath, Bath Furniture, Storage and Organization (2001 to 2008)

- Strategically realigned several specialties with objective to increase market share, category dominance and decrease on-hand inventory. Defined strategic intent by establishing financial and merchandise objectives, increasing top-and-bottom-line revenue performance year over year during tenure.
- Converted direct and indirect open stock towels to 6-pc. sets, increasing AUR from \$5.56 to \$12.47, raising GP% from 20.8% to 36.0%, improving DCP% from -14.5% to 10.1%, and raising EBIT from -25.5% to 2.3%.

Growth through tenure	GP%	DCP%	EBIT
Fiscal 2001	41.3	19.0	15.5
Fiscal 2007	49.2	24.2	17.6

- Traveled extensively through Asia developing new vendor partners for direct import purchasing, critical to raising margin, particularly in area rugs.

Senior E-Commerce Business Manager, Bedding, Window and Bath, Toys and Men’s (1999 to 2001)

- Selected by GMM to join newly formed internet division to lead and build online home categories, including toys Conceptualized strategy and formulated 3-year sales and marketing plans

DTC Buyer, Soft and Hard Window (1998 to 1999)

- Led \$500MM window department exceeding sales objective by 4.2% and delivering the highest ROE companywide. Defined and executed strategy that slashed on hand inventory by 14.1%.

DTC Buyer, Outdoor Furniture, Accessories, Storage and Toys (1996 to 1998) Delivered net sales of \$260M+
Catalog Syndication Manager (1993 to 1996) Forged strategic alliances with specialty brands 1st YR: \$200k 2nd YR 17.0M.

EDUCATION

B.A., UNIVERSITY OF ARKANSAS
Pi Sigma Alpha

Fayetteville, AR

