

ROB SHADOWENS

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VICE PRESIDENT OF PRODUCT DEVELOPMENT

Private Label Product Development • Cross-Functional Leadership • Innovative Leadership

Vice President in Product Development – with experience driving development, merchandising, and innovation in consumer electronics and technology, mobile and wireless electronics, consumer batteries, wearables, and health and wellness accessories. Conceptualized the photo lab for Meijer, leading the photo sector in changes that occurred during that time. Managed a design team at Voguestrap creating new products for retail shelves and websites at the largest national retailers. Skilled in revenue production, brand awareness, P&L, cost control, and market share penetration.

CORE COMPETENCIES

- Product Development
- Business Financial Planning
- Retail Buying
- Market Vision Strategy Planning / Execution
- Integrating Innovations & Business Solutions
- Process Improvement
- Photo Imaging Expert
- Brand Awareness
- Merchandising Management

PROFESSIONAL EXPERIENCE

RCS STRATEGIC CONSULTING, LLC. | Grand Rapids, MI **2018 – Present**

A boutique consultancy that assists companies with product development, retail and distribution introductions, strategic alliances, and a retailer perspective to ideas, strategies, and sales.

President

Consult with photoproduct suppliers, consumer electronics product suppliers, and large national retailers.

- **\$15 million in retail sales** with significant growth potential projected for a photo imaging product supplier by assessing current and new opportunity products and assisting the supplier in selecting the proper ones.
- **Helped secure a US distributor agreement** for a \$20 million a year consumer electronics company by enhancing program terms from freight on board (FOB) China to FOB pick up at a US port to a full prepaid delivery program with allowances set aside for the distributor to offer the retailers return and defective policies.
- **\$5 million opportunity** estimated by discovering a distributor partnership for a \$50 million photo product supplier enabling shipment to small and medium sized retailers and potential placement wins.

VOGUESTRAP, INC. | Brooklyn, NY **2016 – 2018**

A 75-year old company distributing high quality replacement wearable straps and eye care accessories with an estimated \$80 million in annual product retail sales through Walmart, Amazon, Target, Kroger, CVS, Ahold, Albertson's, and Meijer.

Vice President Product Development

Directed a four-person design team in developing product from ideation to the mold process to packaging to the final product. Collaborated with the marketing contractor on promotional and product ideas. Authorized all factory decisions, negotiated product, and determined specifications. Channeled sourcing out of Asia, QA, and product testing.

- **\$600,000 promotional order** earned by securing a commitment from a national drug retailer for unique braided earbud and charging products personally discovered during a Hong Kong business trip.
- **50% to 66%-time reduction** for final production samples to exhibit retailers achieved by accelerating the mold, test, and evaluation process, creating an immediate impact with the acceleration of new product SKUs at retail.
- **40% sales increase** in a national retailer wearable's planogram realized by sending an RFQ to Asia wearable factories to improve the program and placing the SKUs in the spring 2018 planogram.

MEIJER, INC. | Grand Rapids, MI **2000 – 2016**

A Midwestern regional American supercenter chain with estimated sales of \$18 billion annually.

Buyer / Merchandiser | 2015 – 2016

Led a staff of five with responsibility for all aspects of the photo lab business and electronics product selection.

- **300% margin rise** and a 200%+ boost in health and fitness sales achieving by acquiring significant market share.
- **26% surge in event sales** and brand awareness elevation accomplished by expanding the NOAH emergency radio program, adding promotional events in stores promoting weather radios, and increasing television station promotions.
- **9% sales increase** posted in a photo lab industry decline by completing a 64-store photo lab rollout and stabilizing the business with new products and brands.

Senior Buyer / Merchandiser | 2014

Managed five staff while collaborating with a larger team to launch a new photo-imaging program for all stores. Led a cross-functional project group resulting in major changes to the photo-imaging program. Managed several vendors.

- **300% growth** in wearable sales produced by negotiating a new fixture to display wearable products.
- **Introduced a new battery program** with no negative sales or margin impacts while removing the center aisle battery racks from each of the two center aisles to expand promotional space in center aisle for various company products.
- **Added a multimillion-dollar sales brand** to Meijer electronics department by agreeing with GoPro to enlarge the small test program to 100 stores in 2015 and all stores in 2016.
- **Completed a major photo lab change** encompassing equipment, software, and product changes in 147 stores by driving a company team and coordinating with a vendor group to smoothly implement a week of in-store training, an overnight installation, and software, website, and mobile app adjustments each night of the installation.
- **10% of weekly sales generated** by developing a photo printing mobile app along with a compelling promotional plan to expose the customer base to the app.

Senior Buyer / Merchandiser | 2013

Administered the plan to adjust operations to the national partner, exiting the photo imaging business.

- **25% maintenance**, 15% equipment service, and 10% labor expense reductions achieved by comparing costs to forecasted margins, evaluating a full P&L statement, and conducting a time study of each operational function.
- **Transformed Meijer** into the first US digital, omni channel photo retailer joining the same storage base of customer images for customers to use from the web, mobile app, or in the store by overseeing a cross-functional team assessing the business to find the appropriate partners and software solutions to make this initiative work.
- **15% stock loss brands drop** to zero by overcoming obstacles to install a program to lock / unlock prepaid phones.

Senior Buyer / Merchandiser | 2004 – 2012

Guided eight employees including photo / electronics corporate trainer and the buyer / merchandiser for the photoproduct and battery categories. Controlled in-store merchandising including planograms, store signage and fixtures, and digital and print advertising / marketing. Determined the partners and the team to implement the photo-imaging program.

- **580% category growth realized** expanding the three prepaid brands and mobile phone accessories from a 12-foot to 40-foot section with mobile charging products, wireless earbuds and headsets, wireless speakers, phone cases, wearable products, smart home products, and other mobile phone accessories.
- **Recorded high single** to double digit growth for numerous years of offering new products such as canvas, mounted prints, photo books by driving in Meijer as the first company in the world to provide an all-dry printing program.
- **Secured new photo printing equipment** at an exceptional value, a six-figure promotional fund, and a full partnership with a branded website and mobile app as the first retailer to work with the technology company.
- **Championed new programs** by preparing business plans for contract wireless, a copy center, and an online-prepaid solution partially implemented later.

Additional experience at Meijer includes a role as a Divisional Merchandise Manager.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science in Textile Chemistry, Michigan State University, East Lansing

Facilitation Training | Blue Ocean Strategy | Microstrategy Training

Customer Insights Training | Microsoft Training | Photo Equipment and Photo Software Training