

JUSTINA MCCAFFREY

Track record of leading and empowering teams to achieve maximum performance and first-class business outcomes

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FASHION, ARTS & ENTERTAINMENT EXECUTIVE

Operations Leadership • High-Performing Team Development • Problem-Solving Strategies

Entrepreneurial, collaborative, and dedicated Fashion, Arts, and Entertainment Executive with over 25 years of experience as CEO and founder of internationally known fashion brand and manufacturing organization. Ideated, produced, and coordinated with multi-disciplinary teams to realize vision into \$10 million company. Proven success developing and implementing solutions that increase company profitability and yield positive culture change. Dedicated to cultivating culture of collaboration by fostering strong industry relationships. Superior business acumen with excellent interpersonal, critical thinking, and written and verbal communication skills.

CORE COMPETENCIES

Growth Strategies / Transformational Leadership / Creativity
Intellectual Property / Operational Excellence / Strategic Planning & Execution / Business Plans
Business Acumen & Negotiations / Cross-Functional Teams / Decision Making

PROFESSIONAL EXPERIENCE

JUSTINA MCCAFFREY, INC. (OTTAWA, ONTARIO, CANADA)

2008 to Present

Multi-category brand company that provides design and advisory services.

Founder/CEO

- ▲ **\$20 million in total funds raised** by creating over 100 business plans for investment, foundational support, bank loans, and all levels of government grants.
- ▲ **Hand selected out of more than 1,000 individuals to be featured at annual TedX conference** and speak about intellectual property and brand protection.
- ▲ **Significant business growth and industry networking opportunities** earned through development of business plans for fintech, crypto currency, and other startups.
- ▲ **Serve as intellectual property expert** with extensive knowledge of licensing, trademarks, and legalities of branding crossing categories and geographies.

Select Client Engagements: Ashdon Brands, Ottawa Capital Management, Eco-Equitable, Richman Group, Clearvest, Paloma Blanca, Angle Enterprises, JLM Couture, and Bill Levkoff

JUSTINA MCCAFFREY HAUTE COUTURE (GATINEAU, QUEBEC, CANADA)

1996 to 2008

Luxury wedding dress brand.

President/CEO/Founder

Founded and built highly successful brand. Managed overall leadership, finance, corporate mandate, vision, operations, HR, and legal organization. Expanded business through operation, distribution, and design initiatives, including flagship retail boutiques, robust dedicated wholesale distribution partners, and 50-person sewing factory that produced over 400 luxury wedding dresses per month. Administered \$1 million budget for advertising, creative film production, showroom modeling, and special events.

- ▲ **Grew company from \$0 to \$10 million** by creating high-quality product, legacy, and brand story.
- ▲ **Rated #1 best-selling vendor** in more than 75% of retailers.

- ▲ **150% growth in operations and distribution and 10% increase in artisan employees** accomplished through acquisition of lifestyle category business investment.
- ▲ **Increased ROI value 100x** by driving collaboration with political lobbyists to attract national media.
- ▲ **Saved 75% in marketing production costs** through development of innovative system for creative market production.
- ▲ **Slashed costs by \$120,000** by hiring IT engineers to create manufacturing software system.
- ▲ **Expanded distribution doors by 50%** through creation of exclusive collections for two luxury retail conglomerates.
- ▲ **Increased sales by 40%** through development of co-op ad program with retailers that drove brand recognition.
- ▲ **20% of annual sales** gained by building innovative domestic factory and encouraging rush deliveries and custom changes.
- ▲ **Raised unit growth by 10%** through small design addition that increased unit prices by 15%.
- ▲ **Recognized as most successful new designer** to launch in New York bridal market with 20 new retail accounts.
- ▲ **Cultivated collaboration with prominent art organizations**, including National Ballet of Canada, and Toronto Film Festival.
- ▲ **Led production, marketing, flagship retail, design, and wholesale teams** while traveling 45 weeks out of the year.
- ▲ **Maintained business plan integrity throughout tenure of company** and modified accordingly with achieved growth.
- ▲ **Applied technical acumen to drive all aspects** of post-production for photo, video, and film.

- ADDITIONAL EXPERIENCE -

MEMBER OF PARLIAMENT CANDIDATE (OTTAWA, ONTARIO, CANADA)

2017 to 2019

Candidate for 2019 Canadian Federal Election

Established administration operations, management, strategies, and teamwork organization to rally individuals around shared vision to execute campaign.

- ▲ **Ranked first, second, or third candidate each week** through systematic volunteer initiation and training processes.
- ▲ **Achieved continual growth with up to 100 unpaid working volunteers daily** by maintaining fun and happy work culture.
- ▲ **Raised more funds than any other campaign** in Eastern Ontario region through creative fundraising and cold calling.
- ▲ **Established administration operations, management, strategies, and teamwork organization** to rally and inspire individuals around shared vision to execute campaign.

EDUCATION

Associate of Arts Degree

in International Manufacturing and Product Development

Fashion Institute of Design and Merchandising (FIDM)

SPEAKING ENGAGEMENTS

Speaker – Empowering Women Entrepreneurs in Fashion, Miami, March 2023

Keynote Speaker – Textile Summit, 2017

Advertised Speaker – MoMonday, 2017

Featured Speaker – TedX Kanata, 2016

Keynote Speaker – Ladies Who Lunch, 2015

Keynote Speaker – Women of Vision, 2013

Featured Speaker – Fashion Forum, 2007

Advertised Alumni – Fashion Institute of Design and Merchandising, 2005

Keynote Speaker – World Youth Alliance Business Leader Forum, 2003

Advertised Speaker – World Youth Day, 2001

PUBLICATIONS

Ottawa Life Magazine – Regular Columnist, 2016 – 2017

Convivium Magazine

Huffington Post.com – Monthly Columnist, 2010

INDUSTRY AWARDS

Matinee Fashion Foundation Grant – Eight Time Recipient, 1996 – 2004