

Chaz L. Pringle

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PROFILE

Dynamic and results-driven executive with over 10 years of experience leading strategic initiatives, driving business growth, and managing cross-functional teams. Proven expertise in business development, partnerships, and financial management across industries including retail, e-commerce, and luxury brands. Adept at developing and executing large-scale events, fostering meaningful stakeholder relationships, and implementing innovative solutions to drive operational excellence. Passionate about creating impactful experiences and cultivating brand presence in competitive markets. A collaborative leader with a keen ability to adapt in fast-paced environments while aligning teams with overarching business goals.

SKILLS

Experiential Strategy & Creative Direction

Production & Project Management

Team Leadership & Cross-functional Collaboration

Client & Brand Partnership Management

Cultural Competency & Innovation

WORK EXPERIENCE

SKNMUSE

Head of Partnerships, Los Angeles, CA

October 2021 - Present

- Developed and executed a comprehensive philanthropy strategy that increased revenue from institutional partnerships by 25% annually.
- Develop and implement operational workflows and event timelines, ensuring seamless production and delivery of experiences that meet or exceed quality standards.
- Manage staffing, training, and on-site logistics for event teams, ensuring alignment with event goals and a commitment to operational excellence.
- Lead the negotiation and execution of event sponsorships and partnerships, securing over \$1,500,000 in deals that enhanced attendee experiences and aligned with brand objectives.
- Oversee budgets, vendor negotiations, and day-of execution to ensure events are delivered on time, within scope, and exceed client and attendee expectations.



Sovereignty Co.

Head of Strategic Business & Culture, Los Angeles, CA

January 2022 - January 2023

- Developed and streamlined a comprehensive strategy to launch wholesale and Direct-to-Consumer (DTC) business channels, contributing to 40% of business growth
- Identified emerging market trends, opportunities, and risks to inform strategic decision-making, saving company \$50,000
- Monitored and evaluated key performance indicators (KPIs) to assess progress towards strategic goals and objectives, culminating in the successful launch of the debut Los Angeles Fashion Show
- Led and coordinated live experience activations from conceptualization to implementation, ensuring alignment with organizational objectives ultimately expanding the brand's presence to the east coast
- Partnered with Human Resources for devising and implementing talent management strategies, encompassing recruitment, employee training and development, and performance evaluation initiatives

taproot ventures

Chief of Staff, Los Angeles, CA

November 2021 - November 2022

- Spearheaded diversity, equity, and inclusion initiatives as a designated change agent, fostering healthy work environments through seminars, presentations, and personalized coaching sessions
- Crafted and executed brand strategy initiatives aimed at bridging the gap between target clients and existing partners, driving alignment and resonance with our audience
- Cultivated and nurtured key partnerships, resulting in over \$130,000 in profit through proactive relationship-building and effective collaboration

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- Collaborated closely with the CEO to develop and implement strategic plans and initiatives aligned with [Taproot Ventures Mission](#) and values, driving organizational growth and impact
 - Demonstrated robust project management capabilities, adept in efficiently handling competing priorities and meeting deadlines proficiently

TOMS®

Associate Regional Manager, New York, NY

September 2018 - October 2019

- Coordinated the development of key performance goals, achieving sales volumes of \$1.3 million for the TOMS Manhattan location and \$1.1 million for the Williamsburg location, while managing four (4) profit and loss statements
- Nurtured and developed a community of 4,000 neighborhood supporters by establishing monthly events
- Established sales forecasts by creating district-specific sales plans and quotas aligned with national objectives
- Trained over 20 managers through leadership seminars, bi-weekly meetings, and strategic planning sessions
- Negotiated leasing terms with New York City realtors for store openings, resulting in significant cost savings for the company
- Hosted Music Nights across various TOM's locations to drive sales via influencers' / artists' merchandising

TOMS®

Multiple Store Manager, New York, NY

April 2017 - September 2018

- Increased Manhattan business by 10% in net sales by prioritizing customer service and building neighborhood partnerships
- Planned and implemented cafe business build-out, resulting in a 20% increase in net sales through neighborhood outreach, barista training, and decreasing monthly expenses
- Opened Brooklyn Pop-Up training and developing a team of 15 employees; exceeding sales performance goal by 50%
- Contributed 30% to the overall TOMS retail performance metric for 2017 by analyzing business trends
- Conducted annual performance reviews with more than 50 employees in collaboration with Human Resources

BESPOKEN

Sales Director/Wholesale Account Executive, New York, NY

July 2015 - September 2016

- Developed PPC strategy to improve traffic and touch points on Bespoken's website using Google Analytics
- Increased revenue by \$220,000 by extending the brand in 5 new boutique stores and 3 department stores
- Increased sales through weekly report analyses of Men's Ready-to-wear products during large-scale seasonal operations
- Created and executed visual merchandise guideline for all department stores to ensure cohesive visual merchandising
- Launched a retail shop in the showroom, generating \$250,000 in sales

ROCINATION

Celebrity Personal Assistant, New York, NY

September 2014 - June 2015

- Proactively managed and prioritized executive schedules, identifying and addressing leadership needs before they arose to streamline workflow and optimize strategic planning
- Coordinated and led cross-functional projects as directed by leadership, analyzing data and implementing process improvements to increase operational efficiency and meet KPIs
- Organized and scheduled high-priority meetings, events, and travel for executive leaders, ensuring full preparation and coordination with key stakeholders to maximize meeting effectiveness
- Served as a trusted point of contact for triaging issues and challenges, effectively resolving conflicts and minimizing distractions for leadership to focus on strategic priorities
- Scheduled and facilitated appointments and offsite events, preparing materials and assisting with logistics to align with executive priorities and ensure seamless operation across teams

EDUCATION

LIM College, New York, NY

Bachelor of Business Administration, *Fashion Merchandising*

Wharton Online, Course Certification in *Viral Marketing*

April 2020

London Business School, Course Certification in *Brand Management*

March 2020

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University of Pennsylvania, Course Certification in <i>Crowdfunding</i>	February 2020
Universita Bocconi, Course Certification in <i>Management of Fashion and Luxury Companies</i>	January 2020
University of Westminster, London, United Kingdom Study Abroad Program	June 2013

PUBLIC SPEAKING ENGAGEMENTS

Wells Fargo Bank, Taste of Soul Vendor Appreciation Reception Panel	October 2024
Council of Urban Professionals, 17th Annual Leadership Gala- Building on Brilliance and Resilience	June 2024
PCN Ent. Group How To Be A Host Podcast, How Cross Industry Collaborations Can Supercharge Growth	June 2024
Bishop O'Dowd High School, The Future of Afro-futurism	May 2024
LIM College, Black History Month Industry Leaders Panel Discussion	March 2024
No Scrubs Scrub Club Podcast, Dressed to Impress	January 2023

LEADERSHIP PROGRAMS

[Black Achievers Leadership Academy](#), Class of 2024
[Council of Urban Professionals](#), Class of 2023

VOLUNTEER

Bowery Mission, Associate Board, New York, NY *January 2017 - December 2020*