

DEIRDRE HALPER

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PROFESSIONAL EXPERIENCE

SeaCloth - Co-Founder / President, 2002-2008

Created as a lifestyle brand, the SeaCloth vision was articulated in its Greenwich, Connecticut home furnishings store and its nationally distributed textile line. Handled creative direction of product and brand imagery. Established inventory management system and business infrastructure. Responsible for all day to day operations including retail, wholesale, e-commerce, interior design and general administrative functions. Drove aggressive annual sales increases and handled sale of fabric line to Kravet / Lee Jofa.

Exposures - Vice President Creative Services, 2000-2001

Responsible for the creative direction and production of all Exposures Homes catalogs, outlet advertising and websites. Report directly to President/Founder of Exposures. Manage staff of seven, as well as three agencies and various freelancers.

Coach Leatherware, Division of Sara Lee Corporation

Divisional Vice-President Creative Services, 1989-1998

Establishes marketing/creative direction for all advertising, catalog and corporate communications both domestically and internationally. Repositioned Coach from a limited distribution leather handbag manufacturer to global marketer through the creation of highly visible advertising campaigns. Evolved Creative Services function and programs to advance Coach's growth from \$100mm in 1987 to \$550mm in 1998. Reported to President, Executive Creative Director; managed staff of 25 and budget of approximately \$18mm.

Sara Lee Corporation, while at Coach:

Champion Sportswear - Director of Communications, 1995-1996

Worked exclusively on Champion for Coach Chairman whose Sara Lee responsibilities included multiple brands. Founded creative services division that handles advertising (television and print), sales support catalogs, trade show visuals and p.o.s. materials.

Champion Europe / Aris Isotoner / Mark Cross - Creative Services Consultant

Managed communication needs while handling Coach responsibilities.