

ANDREA KELLEY KENNEDY

Croton-on-Hudson, NY 10520 and Philadelphia, PA 19115 • atthefarm@icloud.com • 917 690 4912

PROFILE

- Fashion business sustainability educator and strategist with 30 years design, merchandising, sustainability, sourcing and stakeholder engagement experience with proven strategic planning, visioning, and successful implementation of new initiatives, products and programs.
- Experienced in multi-stakeholder collaboration including nonprofit partnerships, student volunteering opportunities, and storytelling for sustainability in in-person, virtual, and digital events and modalities.
- Started two successful companies and am up-to-date on the challenges facing new and existing businesses. Knowledgeable on sustainability, circular design, merchandising, responsible sourcing, domestic and global production, retail and transparency in supply chain issues.
- Committed to working to future-proof consumer-product companies and organizations to help them make climate-conscious business decisions that drive economic growth, sustainability and resiliency.

EXPERIENCE

BERKELEY COLLEGE • LEAD, FASHION • New York • June 2023 - Present

- Re-vision and re-conceive fashion curriculum, learning deliverables and partner projects so education for sustainability, circularity and climate justice are embedded in curriculum and learning objectives
- Plan and implement departmental strategies to boost fashion program retention and admissions; set and report KPIs; lead NY/NJ onsite and online fashion faculty and staff
- Handle all industry-partnership management. Established 60+ new external partnerships in 24 months. Continue to expand reach-out for additional opportunities and grants for asset-based learning, material resources, speakers, service projects, internships, jobs, and NYFW opportunities.
- Lead collaborations with The Allstate Foundation, FAX, Cotton Inc. and Fabscrap implementing service-based learning, circular fashion drives, policy advocacy, and sustainability storytelling campaigns.
- Lead new series of learning and networking events, bringing fashion brands, retailers, sustainability organizations, celebrities, policymakers and media to campus for 40+ events over the past 24 months
- Coach and prepare students, and support faculty in doing the same, for interviews, trade shows, and internship opportunities, focusing on verbal, written, and physical communication skills via engaging weekly newsletters, workshops and pizza parties!
- Built 3 fashion classrooms to infuse and foster creativity using a \$0 budget, by leveraging grants and professional fashion-network resources, to amplify the fashion-school and campus-community vibe.

MATERIAL EXCHANGE • VP, SUSTAINABILITY • New York • January 2022 - June 2023

- Develop and drive all company-wide sustainability and ESG strategies, goals and targets. Set KPIs and lead and manage procedures and processes to measure outcomes against desired objectives.
- Conceive and oversee digital platform sustainability initiatives to advance responsible sourcing between brands, suppliers and agents.
- Establish new external industry partnerships with an aim to place Material Exchange in a position of leadership to work towards achieving the company strategies.
- Co-write impact, sustainability and ESG reports for investors, board and the UN Global Compact.
- Draft all internal and external messaging and work with marketing team on communication of all sourcing, platform, ESG, CSR and sustainability progress and works.

LIM COLLEGE • CHAIR, SUSTAINABILITY • New York • August 2015 - January 2022

- **2018-2022:** Chair of LIM College's Sustainability Task Force. Serve as point of contact with the NYC Mayor's Office of Sustainability as participants of the NYC Carbon Challenge and leading initiatives, annual GHG assessments and climate-action reports, events, and partnerships to reduce LIM's footprint by 50% by 2030. Spearheaded student and staff waste audits and free-store campaigns and rollout.
- **2020-2022:** Associate Chair. Co-manage department goals, courses, and adjunct faculty. Coordinated with faculty on course projects and events. Paired classes with industry speakers and projects. Wrote and developed the Sustainability Minor and *Advanced Sustainability* course where student Green Teams created carbon assessments of best-selling items for high-profile brands.
- **2019-2020:** Interim Vice-President of Career and Internship Services.
- **2015-2019:** Professor. Wrote and developed *Sustainability and the Future of Fashion and Storytelling for Sustainability* courses. Refreshed *Introduction to the Fashion Business, Product Development*.

FASHIONDEX.COM • FOUNDER, SUSTAINABILITY CONSULTING LEAD • New York, NY • 1995 - 2018

- Direct, assemble, and lead consulting project teams to source low-impact materials, implement circular initiatives and resource-efficient design and production practices for new and existing brands. Clients include: Disney, Coach, Dockers, Rendezvous the Label, Edie@Home. Jack and Jill of America, Ann Taylor, Limited, Bendels, That '70's Show, Sex and the City.
- Produce Sustainable Fashion Forum in Los Angeles, LIM College Fashion and Sustainability Summit in New York, Texworld NYC Local Loft and taught a series of carbon footprinting workshops in L.A.
- Lead the research and publishing of fashion industry directories, technical and design books, including: *The Vendor Compliance Handbook* and *Strategic Sourcing*.
- Founded company in 1995 and led company while working full-time in the fashion industry.

GROOVY ON GRAND • FOUNDER • CROTON-ON-HUDSON, NY • 2005-2015

- Designer and founder of sustainable slow-fashion clothing line of women and children's cut-n-sew dyed, embellished, and recycled knitwear. Created sustainable fashion design camp program for high and middle-schoolers with focus on zero-waste, waterless dyeing, thoughtful design and youth empowerment.
- **CAMP GROOVY ON GRAND** • Created curriculum and directed successful 6-week fashion and wearable art summer program for middle and high schoolers. Camp focus was slow fashion with sustainable processes. Also, developed a successful Make-Your-Own Fashion-Design Birthday party business.

BOB MACKIE BLOUSE • CREATIVE DIRECTOR • NEW YORK, NY • 1999-2005

- Lead creative team designing and merchandising women's and plus blouses, knit tops and coordinates. Managed sales, production, design development and assortment plans.

SUNNY LEIGH • NEW YORK, NY • 1995-1999

- Creative and technical designer of women petite, missy and plus blouses, sweaters and sportswear line. Traveled to Hong Kong for production, as well as Paris for sourcing and trendspotting.

PIERRE CARDIN, MAGASCHONI, ANN TAYLOR, CALVIN KLEIN • DESIGNER • NEW YORK, NY • 1989-1995

AREAS OF EXPERTISE

Sustainable practices, Responsible textile production, Global sourcing, Supply chain mapping, Vendor compliance standards, Greenhouse Gas inventories, Sustainable Apparel Coalition's Higg Index- full suite, SimaPro, Project management, Fashion merchandising, Trend research, Apparel construction, Product development, Microsoft Office Excel, Adobe Photoshop.

BOARDS, COMMITTEES, AWARDS & MORE

- Board Member, ESRAP: Educators for Socially-Responsible Apparel Practices, (2019-2025)
- Grant recipient: Center for Expanding Leadership and Opportunity (2024, 2025), Bio-based textile practicum, one of 12 educators (2025), and Vision 2050, Future-proofing the industry (2025)
- Ambition to Action Committee: The Future of Sustainable Fashion Education (2023, 2024)
- Grant recipient: Cotton Incorporated (2019, 2020, 2022, 2024)
- Mentor and Speaker: Climate Reality Leadership Corps (2017, 2018, 2020, 2022, 2024)
- Sustainable Apparel Coalition: Science-Based Targets Member Expert Team (2022-2023)
- Strategic Council Member: Higg Index, Transparency (2021-2022)
- Board Member: New York City Fair Trade Coalition, (2017- 2020)
- Youth Mentor, UNSDSN: U.N. Sustainable Development Solutions Network (2017-2019)
- *Westchester Magazine*, Top 25 Entrepreneurial Women in Westchester Award (2010) and *Best of Westchester*, Groovy on Grand (2009, 2010, 2011)

RECENT MEDIA & SPEAKING ENGAGEMENTS

- The Ethical Podcast- Guest, Episode 3 (2025)
- Forbes, New CEO At ABLE Focused On Wholesale Growth And Refined Product Lineup (2025)
- Curve NYC: Sustainability and Shapewear (2021, 2022, 2025)
- Accelerating Bio-based Plastic Innovations Panel (2024)
- Texworld USA: Sourcing for Sustainability (2017, 2018, 2022, 2023, 2024, 2025)
- Vogue Business, How a new administration could influence fashion (2024)
- Vogue Business, Shein wants to sell its supply chain to brands. Here's why that matters (2024)
- Los Angeles Textile, Speaker, Measuring, Assessing and Minimizing Fashion Impacts (2021 2022, 2023)

- What About Water podcast- [Dirty Laundry: Water and the World of Fast Fashion](#) (2022)
- Revolve Magazine, [Let's Imagine the Global Fashion Industry](#) (2020)
- Columbia's University, Conversations on Passion, and Climate Action (2020, 2021)
- PI Apparel- How to Suitably Adopt Sustainability across Production and Distribution (2020) Panelist
- Author: *Apparel Costing* (Bloomsbury) 2020 and 2025, *The Design and Production Handbook/A Technical Reference* (Fashionindex), *The Designer's Sustainable Sourcebook* (Fashionindex)

EDUCATION

COLUMBIA UNIVERSITY

- EdD student, Interdisciplinary studies, Center for Sustainable Future • Teachers College, Columbia University • Recipient: Zankel Fellowship for Climate Change Education 2020-2021 • GPA: 4.0

MANHATTANVILLE COLLEGE

- Masters of Education for Sustainability, 2017 • Academic Excellence Award in Education • GPA: 3.96

LIM COLLEGE

- Professional graduate courses, 2015 • Global Supply Chain and Global Logistics • GPA: 4.0

DREXEL UNIVERSITY & PARSONS SCHOOL OF DESIGN

- Bachelor of Arts, Fashion Design 1989 • Recipient Carmelo Pomodoro Gold Thimble award