

Colleen Vucinovich MBA

EDUCATION

- **Master in Business Admin, General Management June 2014**
- Subjects: Economics/ Marketing/ Organisational Behaviour/ Management & Financial Accounting/ Finance/ Project Management/ Retailing/ Leadership
- **Master of Science, Strategic Planning, June 2015 (part-time self-study)**
- Subjects: Strategic Planning/ Strategic Risk/ Competitive Strategy/ Strategic Implementation/ Corp Governance/ Alliances & Partnerships/ Strategic Negotiation
- Certificate in Image Consulting & Fashion Styling 1997
- ITEC Diploma in Film, TV and Stage Makeup Artistry 1987

SUMMARY OF COMMERCIAL EXPERIENCE

- Technical expertise and hands-on experience of product development and production
- Full accountability for P & L, driving revenue and profit, ensuring ROI and increasing brand equity by setting clear sales and market share objectives; cost targets; customer service standards
- Creating and implementing market, brand and corporate strategy
- Diversifying the portfolio of brands to manage risk
- Negotiating trade agreements, supplier contracts, property lease agreements
- Developing B2B relationships with international brands
- Project management, strategic planning and strategy implementation
- Multi-channel, multi-brand, multi-culture
- Resource allocation: human, financial, operational
- Location selection, store/concession design and fitting, merchandising & POS
- Analysis of customer behaviour, market conditions and competitors
- Building brand equity by engaging customers for acquisition and actively retaining them with high standards of service and product efficacy.
- Recruiting technical, sales and administrative staff and building brand alignment in all staff.

SUMMARY OF ACHIEVEMENTS

- Secured opening orders for a new brand with 2 blue-chip retailers
- Raised venture capital for a start-up business which operated for 12 years
- Planned and executed a manufacturing plant set-up on time and on budget
- Delivered corporate training which halted staff attrition caused by a company merger
- Developed and wrote an entire brand's training programme in 4 weeks
- Saved a client 2mil, by identifying incorrect forecasting and rectifying the system and process
- Won 'Best Exhibitor Stand' at SA Fashion Week 2002
- Won Classic FM 'SME of the Month' 2010

WORK HISTORY

Foxcroft & Alexander

An SME based in South Africa, focused on import and wholesale of niche cosmetic products, specialist manufacture of niche personal care products and executive grooming services to C-Suite and diplomats

Managing Director 1 March 2001 – 30 June 2012

I planned and executed each stage of the business start-up from funding and product development through to scaling up the lab to manufacturing, commissioning the plant and the product launch. I set up all the systems and created the procedures for the business, using IT, Audit and consulting engineering service providers. I directed the brand marketing, wholesale operations, national account management, finance and HR. I was hands-on in delivering customer services, sales consultant training and creative / technical product development for the company. My key objective was ensuring that each element of the business linked to and supported the others to keep the offerings consistent, competitive, relevant, innovative and profitable. I planned and executed a diversification strategy to create a balanced portfolio. As a result, the company was able to offer different products/ services to 3 unrelated niche markets, using the same core technical expertise.

Achievements

- Secured opening orders for a new brand with 2 blue-chip retailers, valued at 400 000
- 20 concession stores for 2 new brands
- Manufacturing contract for Private Label cosmetics for 18 stores
- Brand management consulting contract valued at 300 000 with a 15 mil portfolio. Identified and corrected client inventory forecasting errors to the value of 2mil
- Launched 5 limited editions in 9 months
- Makeup Workshops contract for 300 customers valued at 120 000

Valeur Cosmetics

A privately owned direct-sales organization with 400 independent consultants nationally

Training & Development Manager 1 May 1997 – 30 June 1998

I developed a theoretical and practical skills training programme covering product knowledge, application techniques, salesmanship and basic business management to address the training needs I identified. I facilitated the training delivery nationally and managed the training department to support new product launches and new consultants who joined.

Achievements

- Developed the training program and wrote 4 modules in 4 weeks
- Training delivery commenced within 6 weeks of my appointment to the role
- Improved sales per trained consultant by 20%
- Reduced new consultant attrition by 70%

Call-a-Crew Crew agency for film and television technicians

Freelance Makeup Artist and Hairstylist May 1987 – March 1997

I planned and allocated the department budget and staffing and was responsible for researching the historical background for productions to deliver on creative briefs from the director. My role required significant attention to detail in record keeping and creative delivery. I managed the department with a view to providing discrete services for artistes and celebrities.

Achievements

- Head of Dept on 3 TV series, 4 international film productions and 50 commercials.
- Worked with Robert Downey Jr, Kitty Aldridge, Billy Zane, Miriam Makeba,
- **National Makeup Artist for Lancôme SA & Special Events Team for Estee Lauder SA**