



*Expert for Licensing
Consumer Products & Lifestyle*

Career to date

The Walt Disney Company – Munich, Germany

04/2001 – 04/2020

Profile:

Highly experienced (+ 20 years) Director and Executive in the Fashion & Lifestyle industry

Senior Executive with an outstanding track record in setting up, turning around and leading branded businesses through periods of aggressive growth and transformation.

Proven capacity to drive the strategic and creative direction of organisations across multiple markets

Entrepreneurial approach, results oriented, focused, creative, challenging, motivating and strategically acting, strong brand awareness.

Expertise in Licensing including Retail, Marketing and Strategic Brand Development

Contact:

Ute Stauss
Munich, Germany
+49 - 171 - 35 515 56
utemunich66@gmail.com

Date of birth: 13.07.1966

Place of birth: Schopfheim, Germany

Nationality: German

https://www.xing.com/profile/Ute_Stauss/cv

<https://www.linkedin.com/in/ute-stauss-profile/>

Personal Interests

- Sports
- Architecture & Design
- Opera & Ballet
- Travelling

Director Fashion, Home & Retail, GSA

01/2014 – 04/2020

- Lead Global collaborations with luxury & branded partners (e.g. Chopard, Jimmy Choo, Gucci, Saint Laurent)
- Implement new organisation of Consumer Products Division for Mexico & LATAM (based in Mexico City – 10/2017 – 12/2017)
- Steer International Key Account management for C&A, H&M, Deichmann
- Strategic brand development
- Increase revenues by 35%
- P&L / Budget responsibility: € 350 M Retail Sales,
- Drive Social Media / PR & Influencer Marketing into licensing partnerships and launch of digital roadmap
- Growing and mentoring a team of 15 people.

Director Fashion & Home, GSA

01/2011 – 12/2013

- Appointed to turn around the ailing Home business while continuing to grow the robust Fashion business
- Doubling of sales within 3 years
- Global customer & brand acquisition
- Country specific retail strategy development
- Revenue responsibility: € 230 M Retail Sales, 13 team members

Director Apparel, Accessories & Footwear, GSA & Nordic

05/2006 – 12/2010

- Global Key Account Management
- Development and Implementation of product & assortment strategies for all retail channels
- Doubled Revenues within 4 years
- Revenue responsibility: € 150 M Retail Sales, 9 team members

Director Home, GSA

10/2005 – 04/2006

- Retail Strategy by Sales Channel
- Revenue responsibility: € 50 M Retail Sales, 4 team members

Sr. Category Manager, GSA

04/2001 – 09/2005

- Establish Home & Living market strategy
- Revenue responsibility: € 45 M Retail Sales, 2 team members

SALAMANDER AG – Footwear & Accessories Company – Kornwestheim, Germany

04/1995 – 03/2001

Head of Marketing

09/1997 – 03/2001

- Implementation of new shop and merchandising system
- Corporate Design
- Budget responsibility: € 4 M

Brand Manager – Kids Footwear

06/1996 – 08/1997

- Communication strategy of the brand LURCHI
- Market research and competitive analysis
- Budget responsibility: € 300k, 1 team member

Category Manager – Accessories

04/1995 – 05/1996

- P&L responsibility
- Analysis, development and implementation of an integrated Marketing concept based on internal + external analyses
- Budget responsibility: € 1,5M, 4 team members

Elbeo Vertriebs GmbH (Part of Sara Lee Corp) – Hosiery Company – Augsburg, Germany

Product Manager Hosiery

07/1990 – 03/1995

- Development and planning of new collections and assortments
- Implementation of short and long term marketing plans

ABB Trading Zurich Ltd - Industrial Facilities & Machines – Baden, Switzerland

Assistant to Managing Director / Counter Purchasing

10/1989 – 06/1990

- Translation of contractual correspondence
- Handling of all Managing Director secretariats related to organizational tasks (travel planning, reporting and correspondence)

Burlington Socks – Hosiery Company – Schopfheim, Germany

International Sales Coordinator

08/1986 – 09/1989

- Creation of sales support statistics
- Support of Design & Product Management Department

Further Education/Trainings

Professional Education:

1983 – 1985

- Apprenticeship Industrial Management Assistant
Technische Textilien, Lörrach

1985 - 1986

- State Certified Foreign Language Correspondent/ Translator
- Secondary School – GCSE level
- Commercial College with the degree “entrance qualification”

Training / Coaching:

- Insights into Leadership (2005 – 2007)
- Disney’s Global Leadership Institute I & II (2008 – 2011)

Executive Coaching with focus on (2012 -2020)

- Management in global matrix organisations
 - Management by objectives
 - Strategic Marketing (Blue Ocean)
 - Management of complex business divisions (several departments, national & international)
-
-

Skills

Computer Skills: Microsoft Office, SAP ERP, Key Notes

Language Skills: – German: native speaker
– English: fluent
– French: good knowledge



Munich, 2020