



*Expert for Licensing  
Consumer Products & Lifestyle*

# Carrer to date

## The Walt Disney Company – Munich, Germany

04/2001 – 04/2020

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### 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.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

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### **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**

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### **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**

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### **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**

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### **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)
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## Skills

**Computer Skills:** Microsoft Office, SAP ERP, Key Notes

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



Munich, 2020