



Jim Frain



ALFRED DUNHILL



# Jim Frain • Executive

Marketing and Operations, Retail and Direct Sales

## Work History

### 2006-Present Marketing Consultant/Project Management

Hands-on marketing consultant from advice to project management for retailers selling products in stores, internet and catalogs. Activities include: creative direction, sales management, databases and loyalty programs (CRM), advertising in all medias, analysis and research, PR, fulfillment and customer service. Jim has worked with the following companies in the past 2 years: Cache, Eddie Bauer, Casual Male XL, Ariece Capital (analysis of retail stocks), Homeclick.com, Urban Outfitters and Industria.

### 1999-2006 Chico's FAS, Inc. Executive Vice President and Chief Marketing Officer:

One of the top five executives in the company responsible for all marketing activities for Chico's, White House/Black Market, and Soma (intimate apparel). The activities for the three brands included creative, PR, media, and direct marketing for stores, catalog and internet. Jim created, from scratch, an in-house agency that produced creative and managed a \$70,000,000 budget that produced (at minimum) monthly campaigns using TV, catalogs and internet. This resulted in adding over 1,200,000 new customers a year, in addition to driving the existing customer to an average of 5.6 purchases per year. During Jim's nearly seven year tenure, positive comp increases were posted for every month while achieving 20% net profit, a performance that has never been equaled in retailing. The stock valuation rose from less than \$150 million in 1999 when Jim started to almost \$9 billion when Jim left in March of 2006. Jim left behind one of the best performing loyalty programs in the US, with a database of 7,000,000 customers contributing 94% of Chico's revenues. White House/Black Market grew from less than 100,000 households to over 2,000,000 in three years, with members in their "Black Book" loyalty program representing over 75% of revenues. Positive comps were posted for WH/BM in every month of Jim's tenure as well.

### 1998-1999 Current Inc. Vice President, Marketing, Merchandising and Creative:

Responsible for marketing, merchandising, product development, and catalog design and production for both Current, Inc., and PaperDirect. Current, Inc. is a consumer direct marketer (catalog and internet) with a core of greeting cards and event wrapping papers and ornaments, as well as wide range of gifts geared to holidays and special events. PaperDirect is a business-to-business direct marketer of specialty computer papers and presentation products. Current was sold as of December 31, 1998

### 1997-1998 A.H. Riise Vice President, Operations and Marketing:

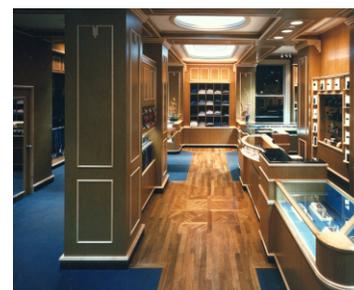
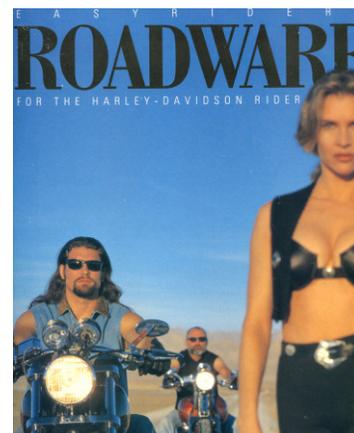
Filled a one-year contract to oversee operations and marketing for one of the largest duty-free retailers in St. Thomas, USVI (the largest cruise-ship destination in the world). There were five direct reports including sales, mail order, warehousing, advertising, and real estate, with 130 employees. Produced all advertising, catalogs, and brochures with in-house agency.

### 1994-1996 Easyriders Vice President, Marketing and Product Development:

Direction of all marketing activities for 11 magazines, retail stores, catalog, and wholesale businesses. Most of the business was directed to Harley Davidson enthusiasts. Had responsibility for five managers including circulation, wholesale, catalog, ad agency, and product development. The business was extremely profitable and was sold by the owner.

### 1993-1994 NBO Vice President, Marketing:

All marketing for a 38-store retailer of men's clothing. The volume was \$80,000,000 with over 400,000 suits sold per year. Used television, newsprint, radio, and extensive direct marketing to reach the prospective customer. The mailing list grew from 400,000 to more than 1,000,000 names in one year. This is documented in the book Beyond Maxi-Marketing by Rapp & Collins. NBO was sold in 1994 by its parent company, Dylex.





**1990-1992 Project work with Industria, Harry Winston and Pierre Deux:**

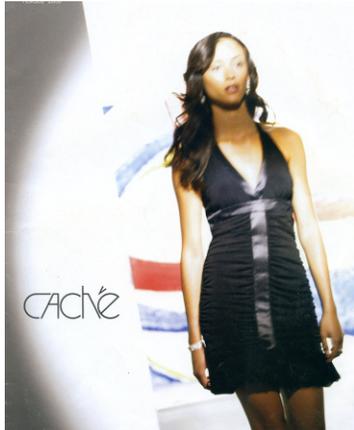
Designed and implemented the entire business plan and construction of Industria Studios in Manhattan. It is recognized as one of the best fashion photo studios in the world. Crafted a marketing plan for Harry Winston Watches, which retailed from \$3,900 to \$130,000. In addition, created a national magazine campaign for Pierre Deux.

**1987-1990 Alfred Dunhill President and CEO, USA Retail**

Responsible for the overall activities of Dunhill's retail business in the U.S. Vice Presidents of Finance, Merchandising, and Operations, as well as a Marketing Manager, were direct reports. There were more than 150 employees. Grew from approximately \$12,000,000 in sales to over \$23,000,000 in three years. Revamped Marketing, Merchandising, and the design of eight stores. Added new stores from Hawaii to Boston.

**1985-1987 Gucci Retail Sales and Marketing Officer; Wholesale Director**

Directed the activities of the retail stores in the U.S. for Gucci. Was also responsible for all marketing activities including directing the in-house advertising agency and public relations work. The European and Asian markets used the new U.S. generated ads. Reported to the President of Gucci USA, who became Chairman worldwide. Was able to help turn Gucci around in one year from \$50,000,000 and break even to over \$90,000,000 and a substantial profit in retail alone. The next year, built Wholesale to almost \$40,000,000 in less than a year.

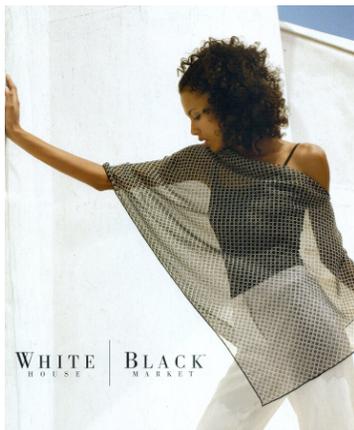


**1980-1985 Laura Ashley Vice President, Marketing, North America**

Started as the Mail Order Manager for the U.S. when this business was a start-up and store sales were approximately \$13,000,000. Eventually built a marketing department in the U.S. and, working with the studio in Wales, produced advertising and catalogs for both home furnishing and fashions. Combined activities for catalog and stores to great effect. When recruited to Gucci, Laura Ashley had more than 75 retail stores in the U.S. with over \$75,000,000 in store and catalog sales. Formed the international marketing group to coordinate marketing activities worldwide.

**1978-1980 Conran's Marketing Director**

Conran's was new to the U.S. and Jim helped them get established by producing advertising and public relations. Used television, newsprint, and direct marketing to help them grow to almost \$30,000,000 with four stores. Also helped develop the catalog business from scratch. Was the first catalog to be sold in bookstores. The same thing was done for Laura Ashley and Gucci.



**1973-1978 Paragon Sporting Goods Retail Sales and Advertising Manager**

Started as a salesman on the floor and became a manager after six months. Created the advertising approach and look that continues to this day. Used television and newsprint to help Paragon become the biggest and best sporting goods store in the U.S. with \$50,000,000 in sales in one location.

