

MARISA GUTMACHER

70 Edge Hill Road * Sharon, MA 02067-1059 USA

781/784-0739 home * 508/523-5084 mobile

Email: mgutmacher@comcast.net



SUMMARY

- Proven home furnishing textiles and accessories merchant and designer for fashion-forward interior design market with dozens of highly profitable, nationally distributed collections
- Strong focus on return on investment, sales trends analysis, merchandising and budgets with annual sales rising from \$2MM to \$10MM over 7 years that anticipated and responded to customer trends
- Excellent sense of color and composition, contextual knowledge of socio-economic, cultural and environmental factors affecting evolution of color trends and forecasting
- Successful collaboration with customers, vendors and contractors (textile mills/manufacturers, sample book production houses, photographers, catalog printers, screen printers, graphic designers, freelance artists)
- Excellent organization and time management skills, running design for multiple divisions simultaneously with deadline-driven, seasonal introductions of new collections.
- Experienced manager of full-time direct reports. Detail-oriented, organized, systematic approach.
- Designed layout and selected merchandise for sample books and print catalogs
- Accomplished trainer of salespeople, showroom staff, customer service representatives, design college faculty and interior designers.
- RISD dual degrees; Proficient in Microsoft Office (including PowerPoint), Adobe Illustrator and Photoshop.

EXPERIENCE

Passenterie Michel Sahuc, Jonzieux, France. *Director of Design and USA/Canadian Representative.* June 1999 – April 2010

- Created design and color concepts and select vintage documents to provide direction for product development with progressive thinking focused on delivering the right level of fashion for marketplace.
- Managed all stages of product development process including color selection, design repeat.
- Managed multi million dollar domestic customer base consisting of upper-end fabric jobbers, ready-made manufacturers, furniture industry and retail.
- Strong collaboration and negotiating skills demonstrated with sourcing suppliers and customers
- Provide feedback on web site design to marketing team

Robert Allen Fabrics, Mansfield, MA. (*Various roles of progressively increased responsibility described below.*) Nov. 1992 – May 1999

- Created design concepts and select/commission new artwork and vintage documents to fulfill vision; provide direction to textile mills and home furnishing hardware manufacturers for seasonal product introductions.
- Managed \$2MM budget for multiple lines of business totaling \$12MM annual revenue
- Provided ongoing, detailed sales analysis to assist sales and purchasing for appropriate inventory levels
- Presented new fabric, trimming and hardware collections using storyboards, video and PowerPoint at national company sales meetings in the context of detailed sales analysis of similar past SKUs.
- Managed 1-2 direct reports (full-time assistants), gave structured training on business and design skills

Director of Design / Buyer, Prints & Sheers, Beacon Hill Fabrics. Sep. 1996 – May 1999

- Created design concepts and select/commission new artwork and vintage documents to fulfill vision; provide direction for independent artists and colorists.
- Managed all stages of development through final product including color selection, design repeat, screen modifications, strike-off approvals, price negotiations, inventory levels and ordering.
- Merchandised product lines through sample books, roadlines and showroom setups.
- Trained national sales force, showroom employees, interior designers nationwide in national sales meetings (200 attendees) and showroom presentations (20-40 attendees).
- Communicated on daily basis with printers in Italy, France, England, Germany and Switzerland and with various members of Robert Allen sales force.

Director, Decorative Hardware / Buyer. March 1998 – May 1999

- Coordinated all aspects of creating a photographic catalog, road samples and showroom displays.

- Created original designs and finishes for two complete collections of decorative hardware which were in full distribution within 12 months of conception.

Director, Trim Division / Buyer. Nov. 1992 – May 1999

- Designer/buyer of all product; manage \$1 million budget for \$10MM annual sales.
- Coordinate all product sampling and merchandising in showrooms and sample books.
- Designed all book graphics and photography.
- Doubled sales in first three years; has become company's most-profitable division.
- Made showroom presentations to designers in major metropolitan centers around U.S. and England
- Created company's first all-photography printed catalogs and supervised room layout photo shoots, which generated significant cost savings, allowed for expanded distribution, and won parent company's annual Masco Corp. Innovation Award.
- Designed graphics for sample books for entire company, new corporate identity branding (business cards, stationery), and coordinated photography for firm's national print advertising campaign.

Wovens Designer, Beacon Hill Fabrics. Apr. 1995 - Sep. 1996

- Extensive color forecasting and exclusive warp selections.
- Worked in a "team" scenario to select and merchandise upper-end woven product.
- Traveled to various foreign mills and trade shows to develop and purchase product.

James Barnes Architects, Providence, RI. *Designer.* Jun. 1989 - Sep. 1991

- Drafting, conceptual design, layout, materials and color section for interiors, construction drawings, computer graphics, word processing.

Rhode Island School of Design, Providence, RI. Division of Architectural Studies.

- *Teacher's Assistant, Sophomore Design Studio.* Feb. - Jun. 1991
- *Assistant to Interior Architecture Department head.* Sep. 1990 - Jun. 1991
- *Teacher's Assistant, Principals of Methods and Materials.* Sep. - Dec. 1990

Gillen, Kuhn, Riddle & Gray Architects, Boston, MA. Jun. - Aug. 1987, Jan. - Feb. 1988

- Drafting, layout and production, site inspection, general office projects.

Various Interior Architecture freelance projects, RI-MA area. Jun. 1989 - Feb. 1991

- Residential and commercial construction drawings/design, retail store corporate identity design, theater stage set design.

OTHER EXPERIENCE

Rhode Island School of Design, Continuing Education division, Providence, RI. *Artful Living & Design Program Coordinator.* Oct. 2007 - present

- Manage and oversee the implementation and evaluation of the CE Interior Design Certificate program. Work directly with the Associate Director for Programs, CE, faculty and advisors to update certificate program guidelines and curricula.
- Research, develop, implement and evaluate Artful Living and Design Program and Professional Practice courses and special events for CE. Help set annual program goals, enrollment targets, and assess program outcomes.
- Serve as central point of contact and subject matter expert for all Artful Living & Design programs and ensure that standards, procedures, and academic policies are maintained and updated as appropriate. Handle issues regarding grades, instructor relations, and satisfaction with courses and course content.

ACADEMIC SUMMARY

Rhode Island School of Design (RISD), Providence, RI. Interior Architecture Degree Program. BFA 1990, BIA 1991

- **ASID Student Chapter, RISD.** *President.* Apr. 1990 - Apr. 1991
Coordinated scheduling and correspondence for Career Day '90 for 400 design students from six New England universities, sponsored by ASID, IFDA and IBD (Apr. - Oct. 1990).