

ROBERT STEFFEK

rpsteffek@gmail.com 937.829.5754 www.linkedin.com/in/robertsteffek Dayton, OH 45429

SUMMARY

Accomplished professional with background in retail, ecommerce, relationship management, product safety and compliance. Demonstrated experience in project management, sourcing, merchandising and team development for retail, distribution, and B2B marketing, resulting in positive business growth. Core competencies include:

Relationship Management . Product Safety . Social Compliance . Policy Development . Sourcing . Brand Protection . Training and Development . Visual Merchandising . Remote Workplace . Contract and Price Negotiation . Rebate Management . Problem Resolution . Presentation Skills . Public Speaking

PROFESSIONAL EXPERIENCE

BOOST ENGAGEMENT, LLC Dayton, OH 2016 – 2020
Director, Global Product

- Responsible for all aspects of Vendor Communications and Relations including Supplier Approval, Vendor KPI's and Dashboard, Contract Negotiations, Sales Meetings, Problem Resolution and Regulatory and Social Compliance.
- Lead initiative to achieve Quality Certification Alliance Distributor Certification, target completion May 2020.
- Member of GBCAT (Global Business Coalition Against Human Trafficking), focused on SME Toolkit for Identifying and eradicating human trafficking in the supply chain.
- Developed Product Safety and Compliance onboarding procedures for over 75 employees, including training and assessment of regulations including PPAI. Product Safety Aware, CPSIA, California Proposition 65, and GDPR.
- Managed all 3rd Party product testing and factory audit information in collaboration with approved 3rd party labs, both domestic and international.
- Increased spend compliance to network of 49 preferred suppliers from 56% to 72%, resulting in approximately \$250k in volume rebates in 2019.

Additional Responsibilities:

- Managed end-user events including supplier selection, educational seminars and event branding. Attended by approximately 120 clients, generating in excess of \$100k in directly accredited sales.
- Achieved Silver status with EcoVadis, with score increase of 11 points, from 55th to 78th Percentile in 3 years.
- Participated as consultant and brand ambassador at major client on-site events in the United States and Canada.

- Represented Boost Engagement, LLC at leading industry events including PPAI (Promotional Products Association International) Product Responsibility Summits, Las Vegas EXPO educational sessions, and ICPHSO Conferences.
- Directed creation of Boost Engagement Corporate Social Responsibility Report, 2017, 2018, 2019.

FRANKLIN RETAIL SOLUTIONS West Roxbury, MA 2013-2016

Director, Visual Merchandising

- Reported to VP-Operations as liaison between global brand clients including NIKE, Under Armour, and adidas, and the FRS Field team to deliver brand compliant implementation of directives resulting in increased product sell-through.
- Designed, implemented, and executed targeted, structured training programs for merchandising staff of over 500 independent contractors to ensure consistency to client standards across the United States.
- Remote based position with in-field travel requirement approximately 50%.

Additional Responsibilities:

- Collaborated with FRS President and prospective clients in discovery, needs and program development resulting in incremental business in excess of \$250k.
- Collaborated with Client and Business Development to develop and implement two nationwide Store Audit projects in retail chains of 140 and 54 stores respectively.

RETAIL RESOURCE, LLC Harrison, OH 2006-2012

Director of Merchandising and Brand Management

- Directed and provided oversight of ecommerce, print, and supplemental publications including content, product selection, SEO, pagination and imagery, leading to double-digit comp sales and profit margin growth.
- Developed all promotional calendars and ecommerce messaging to ensure consistent brand compliance across all media.
- Traveled domestically as well as Europe and Asia in pursuit of emerging trends and inspection of current and prospective manufacturing facilities.

EDUCATION

BA, Communications – University of Wisconsin – Green Bay

AFFILIATIONS

PPAI – Promotional Products Association International

QCA – Quality Certification Alliance

ICPHSO – International Consumer Product Health and Safety Organization

GBCAT – Global Business Coalition Against Human Trafficking