

JOHN S. TALBOTT JR.

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Summary

- An award winning educator in marketing studies and senior retail consultant with an emphasis on brand development, the use of data in retail, technology in marketing communications, and support of entrepreneurial retail initiatives.
- A creative and highly analytical product developer with strong technical knowledge and experience in multi-country sourcing in China, Indonesia, Mexico, the Philippines, Singapore, Hong Kong, Macau, and Japan. Development expertise in apparel, eyewear, watches, and accessories.
- Former Chief executive with extensive turnaround experience in retail including top to bottom assembly of a store and back office management team while defining store brands, developing product, and designing an in-store experience to improve customer perceptions.
- Experience with wholesale distribution, product design, store design and development, retail design, technical system selections, including software for design, pattern making and marking, merchandising planning, POS, Web commerce shopping carts, and integration to back end systems.
- Public, private, and turnaround experience with companies ranging in revenue scale from several million to billion dollar entities. Board experience and presentation skills for capital acquisition. Extensive legal knowledge of M&A, retail human resource issues, and commercial real estate leasing developed in conjunction with experienced legal counsel in these fields.
- An exceptional record of skill development and motivation of entry level to executive level personnel.

Professional Experience

AUGUST 2007 TO PRESENT

**DIRECTOR OF RESEARCH: CENTER FOR EDUCATION AND RESEARCH
IN RETAILING**

SENIOR LECTURER OF MARKETING

INDIANA UNIVERSITY/BLOOMINGTON

Kelley is home to the Center of Excellence for Education and Research in Retailing and attracts top 100 retailers from all over the United States. Developed courses include: emerging media, marketing strategy, retail merchandising analytics, product development, international textiles & trade, general marketing courses, and channel management courses for undergraduates and MBA's. Won the Panschar Teaching Excellence Award in the Fall of 2012. Former faculty advisor and Sam Walton fellow for Students in Free Enterprise, a student run organization, which promotes service-based learning in the principles of free enterprise within the local and global community. Currently, Founder of Blue Collar Consulting, a small business engaged in general retail, product development for retailing, retail lease management, and development of multi-channel marketing strategies.

JULY 2004 TO JULY 2007

PRESIDENT/CEO

BTWW RETAIL/DALLAS

Hired by a private wealth management group as President/CEO to grow and turnaround a group of sixteen retail locations in the western footwear and apparel space. Led the chain out of bankruptcy in August of 2004. Managed the acquisition of three additional entities to create a 45-door western chain with revenues of \$85 million in two years. Positioned multiple retail brands to maximize the existing real estate portfolio and create boxes with forward growth opportunities. Remodeled and re-merchandised the bankrupt doors to create a new more viable door aesthetic for each brand. Managed the integration of multiple inventory control systems and back office software. Assembled a new management team for the larger company from existing personnel and strong outside additions. The business was positioned to grow and leverage the personnel and technical structure as one of the

three largest entities in the western retail market. Worked with investors and senior/subordinated lenders to acquire capitalization for the company and in December of 2006 completed a merger with the second largest chain in the market to create the largest retail entity in the niche with 138 doors and over 140 million dollars in forward revenue.

NOVEMBER 2000 TO JULY 2004

VICE PRESIDENT /APPAREL

FOSSIL/DALLAS

Inserted by the president and CEO into the company's apparel product extension initiative as an internal turnaround agent. Initial responsibility was in product development with gradual acquisition of responsibility for the entire operation. Results included identification of successful product positioning based on brand imagery and target consumer. Identified an optimum operational model while guiding and training a product development team. Developed sourcing capability internationally, and managed the relationship with our agent partner in Hong Kong and China. Responsible for inventory management and product planning to achieve targeted financial outcomes. Implemented store marketing and visuals and established a merchandising calendar. Hired store management and associates and developed payroll planning tools and a retail procedural handbook. Improved operational results by more than eight million dollars and created a profitable prospective model for rollout.

November 1997 to October 2000

VICE PRESIDENT MARKETING

FOSSIL/DALLAS

Overall responsibility for Fossil domestic marketing, including development of consumer and trade advertising, point of purchase materials, and channel promotions in department store and specialty channels. This includes extensive interaction with in-house creative department guiding image development for the brand in various media and, management of the company's global licensees in ophthalmic eyewear, apparel, and outerwear to insure consistent product and brand message across products. Also involved in updating the company's e-commerce strategy and working with web team to develop email pushes for distribution to op-in consumer database. Extensively traveled internationally to insure that the brand was consistently represented in Europe and Asia.

AUGUST 1996 TO APRIL 1997

VICE PRESIDENT /MARKETING

BUSTER BROWN APPAREL

This position was created to develop a coherent overall strategy for multiple brands of the company. Responsibilities included development of specific strategies for each brand including, identification of the target consumers, pricing and distribution tactics, creation of brand identities and promotional material, product direction, and short and long term financial objectives for each brand. This was a new position reporting to the President. Direct reports included all sales, international distribution, company owned retail, and merchandising.

JANUARY 1993 TO AUGUST 1996

VICE PRESIDENT /MERCHANDISING

BUSTER BROWN APPAREL

Overall responsibility for the product development effort of three brands. This position involved leading a staff of over forty merchandising and design personnel in creating, sourcing, pricing, forecasting, and presenting to retail, three seasonal lines consisting of more than three thousand styles per year with an annual wholesale volume of about 85 million dollars. Was responsible for the company's initial effort to develop a global sourcing capability. This involved meeting and evaluating potential agents, reviewing manufacturing capabilities all over the world, selecting partners, placing product, developing quality standards, administering customs and freight forwarding, opening letters of credit, and tracking shipping.

NOVEMBER 1987 TO JANUARY 1993

CREATIVE DIRECTOR/GENERAL MERCHANDISE MANAGER

BUSTER BROWN APPAREL

Guided creative line direction for each of the company's brands. Traveled to Europe, Asia, California, and NYC for product direction. Met with design services to initiate color and product direction for the season. Overall responsibility for the Buster Brown Brand product development effort with three direct reports with specific size range responsibility. Responsibilities included seasonal analysis of trends, assortment planning, style selection, fabric procurement, sampling, pricing, forecasting, sales presentation, and

retail performance evaluation. All in-house pattern making, embroidery digitizing, screen print separation, and fabric and production QC also reported to me.

FEBRUARY 1984 TO NOVEMBER 1987

MERCHANDISE MANAGER

BUSTER BROWN APPAREL

Managed design and development of various size ranges and brands. Gained experience in all categories of product from newborn to boys' size 20. Included new product development of 7-14 line and coordination with licensor for JimmyZ 8-20 brand.

JUNE 1982 TO FEBRUARY 1984

SALES REPRESENTATIVE

BUSTER BROWN APPAREL

Pioneered the Buster brand in the North Texas region. Went from zero accounts to two million dollars of annual volume in two years. Opened over 100 new accounts. Named National Sales Person of the Year in 1984 as the youngest and least experienced person in the entire sales force.

JUNE 1981 TO JUNE 1982

ASSISTANT BUYER/DEPARTMENT MANAGER

SANGER HARRIS DEPARTMENT STORES/DIVISION OF FEDERATED/DALLAS

Went through the Federated buyer training program for the second largest and most profitable division in Federated Department stores. Given immediate purchase responsibility for a product class. Taught retail math and inventory planning training course to new hires. Promoted in 6 months to DM for Junior's and managed several departments in the stores.

Professional Development and Other Activities

Spring 2018:

Publication [Marketing social selling jobs: a re-labelling strategy](#)

Y Kim, JS Talbott - Marketing Intelligence & Planning, 2018 - emeraldinsight.com

Spring 2015

Featured speaker at the Global Department Store summit in Rome Italy. Delivered a twenty-minute presentation titled: *The Millennial Myth*. Did Q&A with CEO's from several large department store chains from around the world

Fall 2014

Panel Speaker: Interdisciplinary Approaches to Marketing Education Fall MMA Conference

Director: DePauw Management Accelerator Program

Fall 2013

Nominated for innovative teaching award for development of new course for direct admit students

Panel Speaker: National Case Competitions at Teaching Tools Fall MMA Conference

Fall 2012

Winner: Best Paper at the Fall MMA Educator's Conference

Panel Speaker: The Use of Simulations in Marketing Education Fall MMA Educators Conference

Panschar Teaching Excellence Award

Awarded to a single Lecturer or Clinical Professor based on teaching excellence.

Summer 2011 to Present

Advisory Board: CollegeFashionista.com

Support the growth initiatives for the entity, which is a fashion blog focused on the college space. The Founder is a former student. CF.com has over 300 young women at college campuses all over the world who contribute weekly fashion content to the blog.

Spring 2007 to Present

Investor and Board Member: Billy Reid

Part of a group of early investors in Billy Reid who is a luxury apparel designer distributed in owned retail, online, and through selected distribution like Nordstrom. I have acted in an ongoing consulting capacity over the last five years supporting development of e-com, sourcing, retail site selection, and human resource needs.

June 2007 and July 2008

Course Development Institute

Participated in a two-week seminar conducted by Eric Metzger and George Rehrey of Indiana University. The course focused on best practices in teaching and assessment while guiding participants through development of a course curriculum.

October 2008

Faculty Coordinator for Presentation by Tony Hsieh CEO of Zappo's

Invited Mr. Hsieh to speak on campus where he presented to over 200 students at IMU. Tony focused on transparency in marketing and Zappo's innovative approach to managing company culture. Tony also spoke about the use of Twitter to manage customer service issues during his hour long presentation.

August 2009

Marketing Your Skills in a Down Economy

Over three consecutive weekends presented to groups of 20 to 40 people at the Indianapolis Public Library. The seminar focused on resume, networking and interviewing skills. Each session was a two-hour session focused on a particular topic. The reviews for the seminars were very positive.

October 2009

Powering Up Your Pedagogy: Using Twitter in the Classroom

A presenter at IUPUI-SOTL Seminar on innovative classroom techniques. Demonstrated various uses of Twitter to improve student engagement to educators from various IU campuses.

November 2009

2009 PAGR External Relations Conference, Nov. 11-12, 2009

A Co-presenter on the use of social media in public-relations at the annual PAGR conference at Indiana University. Participated in two sessions of approximately 40 professionals each in question and answer format about effective uses of social media in information dissemination.

August 2009 to present

Faculty Advisor Kelley Retail Association

Assisting Dr. Theresa Williams in development and guidance for a new student organization focused on improving student company interactions in the field of retail. Guided a student case team with members from this group in a major case competition sponsored by American Eagle Outfitters.

2008 to present

Faculty Speaker for Multiple Kelley Diversity Initiatives

Active supporter of all Kelley School diversity initiatives; speaking to students, judging case competitions, and supporting student outreach over the last two years.

Education

1987

MASTERS OF BUSINESS ADMINISTRATION
UNIVERSITY OF TENNESSEE AT CHATTANOOGA

1981

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION WITH CONCENTRATION IN FINANCE
INDIANA UNIVERSITY SCHOOL OF BUSINESS
CUMULATIVE G.P.A. 3.81/4.00
HONORS/HIGH DISTINCTION

Interests

MARRIED AND FATHER OF TWO, MARATHON RUNNER (23 COMPLETED), AGING TRI-ATHLETE, KAYAKER, ADVENTURE RACER, TENNIS PLAYER, INDIANA BASKETBALL FAN.

References

Upon Request