

# Dana R. Olsen

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## EDUCATION

**Indiana University**, Bloomington, IN

Graduation Date: 05/05

Bachelor of Science in Apparel Merchandising

Minors: Business, Kelley School of Business, and Psychology

## TEACHING EXPERIENCE

**Indiana University**, Bloomington, IN

08/16-Present

**Kelley School of Business**

08/22-Present

Senior Lecturer of Marketing

Courses Include:

- M312 Retail Marketing & Management

**Eskenazi School of Art, Architecture + Design**

08/16-08/22

Lecturer of Merchandising

Courses Include:

- M413 Planning & Analysis (3 cr)
- M109 Apparel Industries (3 cr)
- M485 Holistic Merchandise Planning (1 cr, self-developed)
- M219 Professional Development Techniques in Retail (2 cr)
- M485 Interdisciplinary class, Friends of Art Bookshop Remodel (2 cr, self-developed)
- X376 Virtual Retail Externship (3 cr, self-developed)
- X373 Internship for Credit (3 cr)

## DIRECTORSHIP

**Center for Innovative Merchandising**, Eskenazi School of Art, Architecture + Design

08/19-08/22

Co-Director

- Grew National Advisory Council to 20 members (previously 6) and organize the annual Advisory Council April meeting on campus to include a student panel, overview of merchandising program, and future goals.
- Created Alum Ambassador Program in which a diverse group of alums are a part of. Alum Ambassadors help raise money for the merchandising program and act as mentors to students, speak in classes, and share internship/job information.
- Worked closely with internal partners such as the marketing team to develop branded materials to engage and educate others on CIM and development coordinator to strategize on finding new members. Collaborate with the Walter Center for Career Achievement to organize the annual Connect Event with merchandising alum panel.
- Participate in the annual IU Day fundraiser raising funds for student scholarships to participate in field seminars and attend conferences and events.
- Planned and executed successful Retail + Design Forums annually with speakers from Google, Belk, and 12NYC, PetSmart, Starbucks, and more.
- Created CIM LinkedIn account (2019) to share student and program successes and encourage alums to post and engage. Currently have over 1200 followers.

## PROFESSIONAL EXPERIENCE

**Bloomington's**, New York, NY

06/04-12/15

Merchant internship and assistant buyer trainee through omnichannel planner in fast paced, highly entrepreneurial corporate office. Managed various families of business including tabletop, intimate apparel, fashion and seasonal accessories, and beauty. Focused on stores, .com, and omnichannel.

- Managed direct reports and mentored interns with consistent touch bases and preparing them to reach the level of promotion.
- Sole planner in charge of beauty department transition from stores to .com/omnichannel (2013) which included new website launch, new inventory replenishment system, and partnership with vendors, site merchandise team, and warehouse teams.
- Created class, vendor, and department plans and forecasted inventory seasonally. Gained insight by hindsighting past seasons and performing industry research.
- Partnered with vendors and cross-functional partners to maximize opportunities by analyzing data and thinking strategically.
- Drove sales by analyzing data and thinking outside the box. Minimized inventory liabilities through vendor partnerships, strategic markdowns, and updating replenishment system.
- Achieved sales, turn, and gross margin planned metrics through collaborating with teammates and being proactive.

**Giggle**, New York, NY

10/10-10/11

Merchandise Planner and Senior Allocator

- Head planner for 11 departments and 14 locations including ecommerce. In charge of the open to buy and monthly/quarterly reporting, and plans. Worked directly with founder and CEO and hired a direct report.
- Grew spring 2011 business +13% to LY by focusing on top doors and top vendors (200+ active vendors), specifically focusing on proprietary products. Aided CMO with product development based on sales history and trends and worked with warehouse to kit products.

**NEW CURRICULUM DEVELOPMENT**

**X376 Virtual Retail Externship**, Indiana University

05/20, 5/21

- Summer class (3 credits) developed in response to Covid19 canceling student internships and opportunities.
- Class consisted of 32 students, freshman through juniors, and was co-taught with a senior lecturer in merchandising.
- Weekly alum guest speakers from different retailers, career paths, and positions. Incorporated assignments that mimic those of real-life internship experiences and a large group case study project in which students could showcase what they learned throughout the course and had an emphasis on problem solving and analytics.

**X485 Interdisciplinary class, Friends of Art Bookshop Remodel**, Indiana University

08/18

- Partnered with Interior Design and Graphic Design departments to collaborate on remodeling the Friends of Art Bookshop on campus. Students presented to the FoA managers as well as the Eskenazi School Deans.
- Merchandising students were partnered with Interior Design students to develop a plan of remodel consisting of sketches, analysis, and different layouts. Merchandising students acted as consultants to provide information on the best ways to merchandise the remodel by providing research and data. Graphic design students came up with graphics such as logos, branding, and signage.
- Collaborated with various IU offices such as Branding and Building Services.

**X485 Holistic Merchandise Planning**, Indiana University

01/17

- Created a 1 credit class that partnered with local boutiques. Students acted as the CEO's and looked for ways to generate sales and margin.
- Class met at the stores and were able to gain information from the owners. Final project was to present findings to the store owners that included merchandising practices, marketing and cross marketing potential, assortment plans, visual displays, and selling analysis.

## **CASE STUDY AUTHORSHIP**

### **M413 Case Study with Belk Department Store, Indiana University**

08/18-12/19

- Co-authored case study with Belk Human Resources Director, GVP of Planning, Buyers and Planners to develop a merchandising planning case study for M413.
- Communicated student questions and held virtual sessions to get clarity on expectations.
- Belk executives attended student presentations and gave feedback and advice.

### **M413 Case Study with Gap, Inc, Indiana University**

01/20-04/20

- Curated a case study in collaboration with Gap, Inc Director of College Recruiting that focused on merchandising with elements of buying, planning, and in store operations.
- Worked with the IU Legal Department in order to get Gap, Inc. required non-disclosure agreements signed.

## **AWARDS**

### **Trustee's Teaching Award, Indiana University**

03/21

- Nominated by peers and chosen to receive prestigious award for the 2020 academic year by the Eskenazi School Faculty Advisory Board.
- Award is for those who have demonstrated that they are the best teachers and honors outstanding teaching for the previous year.
- Only 1 tenure and 1 lecturer receive this honor each year.

### **Faculty Provost's Award, Indiana University**

04/20

- Received Provost's Award for mentoring student in "Undergraduate Research and Creative Activity in the Professional Inquiry" category.

### **Best of the Best Award, Bloomingdale's, New York, NY**

Year 2012

- Prestigious award given to the top Buyer/Planner achieving the highest sales and gross margin over plan. Recognized on stage at annual awards ceremony at Cipriani, NYC by CEO, President, and upper-level executives.
- Only .com planner to receive this award.

## **PROFESSIONAL DEVELOPMENT**

### **Retail Industry Conferences:**

#### **National Retail Federation Student Program and Big Show Conference, New York, NY**

01/17-Present

- Largest retail conference held annually for executives and faculty alike. 4-day conference in which retail industry professionals speak on the future of retail and share new innovations and strategies in the industry.
- Attend faculty sessions to brainstorm ways to bring the information learned through the conference into the classroom.
- Virtual conference (01/21) included multiple panels, breakout sessions, and executive speakers that focused on the Covid19 impact on retail and how to move forward. On-demand sessions saved to be used in class.

#### **Target College Consortium, Minneapolis, MN**

08/19

- Represented IU in 3-day event in which 15 other professors from various universities attended.
- Design and Product Development focused, the even included job shadowing sessions, VP speakers, and merchants who discussed future strategies and opportunities within Target and the industry.
- Shared knowledge from consortium with merchandise faculty and implemented learnings into course curriculum.

#### **International Textile and Apparel Association**

11/20

- Invited panelist on the topic "Collaboration in the Classroom: Ways Academia can better prepare students for the Fashion Industry".

- This session was intended to facilitate conversations regarding collaboration between design and merchandising cohorts (faculty and students) within universities and provide examples of ways in which we can enable these types of conversations within our classrooms/projects more effectively.
- Session was canceled due to Covid19.

### **Workshops:**

#### **Center for Innovative Teaching and Learning, Indiana University**

01/17-Present

Attended various sessions on teaching and optimal classroom learning. Topics include transitioning to online/virtual teaching, encouraging participation in class, and teaching effectively.

- Inclusive Teaching in an Online Environment, 02/21
- Using Breakout Rooms Effectively, 01/21
- Keep Teaching: Recording and Sharing Video using Kaltura, 03/20
- Keep Teaching: Canvas Modules and Assignments, 03/20
- Keep Teaching: Zoom for Instructors, 03/20
- Rethinking the classroom: Engaging students with Top Hat, 08/19
- Teaching Statement Tools, 08/18
- New Faculty Workshop, 08/16

### **STUDENT AWARDS**

#### **National Retail Federation Awards**

External national awards in which students are exposed to various aspects of the retail industry through comprehensive business case studies, interviews with retail professionals, and through making valuable connections. Scholarships are tailored to strong students who demonstrate leadership skills, have had retail experience, and are passionate about the future of retail. Students participate individually or in teams and compete against students from over 90 universities. In total, students were awarded over \$80,000 in the past 6 years.

#### **2021/2022**

- 1 Top 5 finalist for the Next Generation Scholarship (\$10,000)
- 4 Top 25 finalists for the Next Generation Scholarship (\$1,500 each)
- 2 Top 10 groups for the Student Challenge Scholarship

#### **2020/2021**

- 1 Top 10 finalist for the Next Generation Scholarship (\$1,500)
- 2 Top 25 finalists for the Next Generation Scholarship (\$1,500 each)
- Rising Star Scholarship + Student Ambassador (\$2,000)

#### **2019/2020**

- 1 Top 5 finalist for the Next Generation Scholarship (\$10,000)
- 2 Top 25 national finalists for the Next Generation Scholarship (\$1,000 each)
- Rising Star Scholarship + Student Ambassador (\$2,000)

#### **2018/2019**

- 1 Top 5 runner-up for the Next Generation Scholarship (\$15,000)
- 2 Top 25 national finalists for the Next Generation Scholarship (\$1,500 each)
- Rising Star Scholarship + Student Ambassador (\$3,000)

#### **2017/2018**

- Rising Star Scholarship + Student Ambassador + Student Challenge Stipend (\$6,000)

#### **2016/2017**

- 1 Next Generation Scholarship Top 5 Finalist and Runner-Up (\$15,000)
- 4 Student Challenge Semi Finalists (\$6,000)
- Rising Star Scholarship + Student Ambassador (\$3,000)

### **COMMITTEES**

#### **Eskenazi School of Art, Architecture + Design Committees**

##### **New Hire Committee**

03/20-08/22

- Merchandising GA hire (area and M109).

- Merchandising Faculty hires.
- Friends of Art Bookshop Manager hire.

### **Recruitment Event Committee**

08/18-08/22

- New committee to develop new strategies for high school outreach.
- Created SoAAD Explore Day in which prospective students and parents could come to learn more about the different majors/minors and tour campus and the SoAAD buildings.

### **Eskenazi 2025 Strategic Planning Committee**

03/19-05/20

- Focus on Interdisciplinary and Community Collaborations.
- Came up with initiatives on collaborating in and outside of the Eskenazi School.

### **Merchandising External Program Review**

08/17-03/19

- Contributed in monthly meetings with faculty to develop merchandising learning outcomes, strengths and weaknesses, and overview of area in order to prepare for external program review.

### **Scholarship & Fellowship Committee**

08/18-08/19

- Review scholarship applicants and help select recipients with help of donors.
- Present at the awards ceremony and help with student check-in and set up of event.

### **SoAAD Design & Merchandising Career Expo**

08/18-12/19

- Assist Walter Center Assistant Director with outreach to companies to participate in new career fair format and leverage to students.

### **Student Advisory Board Faculty Member**

08/17-08/18

- Selected as appointed faculty member to act as a sounding board to selected student advisory members.

### **Assessment Committee**

08/17-08/18

- New committee to create assessments for students that differ between areas in order to assess students work and learning results.

## **SERVICE**

### **Professional Development Mentor**

08/16-Present

- Provide sound advice regarding resumes, interviews, various positions and companies.
- Continually relied on connecting students with alums, recruiters, and personal contacts for internship or full-time opportunities.

### **Partner with recruiters**

08/16-Present

- Annually educate recruiters on merchandising program and students by attending luncheons, meetings on campus, phone/zoom conversations.
- Welcome recruiters into classroom to talk about internship and full-time opportunities.

### **Provide Student Recommendations**

08/16-Present

- Due to close mentoring relationships with undergraduate students, consistently asked for letters of recommendation for scholarships, study abroad, retail companies, and graduate school (around 15/year).

## **Service to Merchandising Area**

### **Retail Studies Organization, University Sponsored Organization**

08/16-08/22

Faculty Co-Advisor

400+ member student organization that brings recruiters, executive guest speakers, and networking sessions to IU.

- Help develop leadership skills to 20-25 officers, monitor social media and mentor officers.

- Oversee planning of 2 field seminars annually (Chicago, Indianapolis, Columbus, etc.) with 30-50 students and faculty. These overnight trips include planning of transportation, schedule of companies/executives, application process, and delegating to the field seminar student officers.
- Collaborate with Co-Advisor to work on decision-making and strategies.

### **National Retail Federation Student Foundation**

08/16-08/22

Faculty Advisor

- Invited to present to all NRF Member Schools (around 100+ faculty members) at NRF Student Program (2019) about IU's successful Student Ambassador Program.
- Annually responsible for all NRF student scholarships and case studies.
- Champion and mentor student participants throughout the process with scholarships ranging from \$1,500-\$25,000.
- Orchestrate NRF Big Show Student Program trip with 25+ students annually in New York City including organizing logistics of hotel, transportation, and hosting an alumni dinner.

### **National Fashion Scholarship Fund Case Competition**

08/16-08/22

- Present to and guide student competitors annually through teaching financials, assortment plans, and 6-month plans. Mentor and review student case studies prior to submission.
- Over \$200,000 was awarded to IU students in the past 5 years.

### **Service to Eskenazi School of Art, Architecture + Design:**

#### **SoAAD Explore Day Presenter**

9/19, 10/18

- Invited to present to potential future merchandising students and parents about the apparel merchandising major and opportunities for students.

### **Service to College**

#### **Partner with Walter Center Associate Director, Indiana University**

08/16-08/22

- Consistent meetings to discuss recruiting and retaining new company contacts.
- Help plan and prepare for career fairs and share networking sessions with students.

#### **Faculty Review Committee, Provost's Awards, Indiana University**

04/21

- Invited to join the committee to review faculty nominations and student submissions for the Provost's Award for Undergraduate Research and Creative Activity
- Help choose student winner in the category of Undergraduate Research and Creative Activity for the entire university.

#### **Walter Center Presenter and moderator, Indiana University**

03/17-11/21

- Moderated a panel of 4 young NYC alums in fall 2020 in partnership with the Walter Center as part of their "NYC Virtual Career Trek" series through zoom in which over 150 students attended.
- Moderated panel of 3 alums for the "Fashion, Apparel, Buying and Retail" panel for the Connect '19 Event. It was the largest session, with over 100 students in attendance
- Invited panelist for "A Good Fit: Finding the Retail Role That's Right for You" for the Connect '17 Event. Participated in round tables afterwards to better connect with students.

#### **Major Choices Podcast Ep. 9, Indiana University Career Development Center**

09/20

- Invited to speak about the Apparel Merchandising major and what students can expect to learn from merchandising classes and organizations that can support students' passion for retail.