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GENERAL MANAGER • DIRECTOR OF MARKETING • ENTREPRENEUR

Experienced Executive Manager providing 14 years experience with catalog, retail and Internet based businesses. Career includes impressive results expanding revenue in a post bankruptcy business from \$30 to \$55 million, starting up and directing new business units, and building corporate positioning and brand equity. Acknowledged for increasing revenue and performance through dynamic leadership, strategic planning, technology innovation, and creative thinking.

Professional strengths:

Strategic Planning & Analysis	Brand Development & Equity	Executive Training & Development
Business Development	Organizational Restructuring	Project Management
Revenue Enhancement	Quality Management	Team building
Market Share Gain	New Product Positioning	

CAREER TRACK & MILESTONES

Brigade Quartermasters, Ltd. Kennesaw, Georgia May 1995 - Present

Brigade Quartermasters is a major catalog, retail, wholesale, export and Internet marketer of high quality military/survival/public safety gear and clothing. At peak volume, sales volume exceeded \$55 million.

General Manager Sales & Marketing; reporting to the Owner/CEO

Built a career at Brigade from Co-op Advertising Manager to Director of Marketing to General Manager Sales & Marketing due to proven track record of success, operational focus, and outside the box thinking.

Highly focused on achieving the corporate goals through leadership, close management of the P&L and the effective integration of three departmental teams Sales, Marketing & Art, & Retail Sales.

Projects/Highlights:

New Business Development & Revenue Success

- Spearheaded expansion into brick and mortar retail distribution chain as first-ever stand alone tactical specialty shops on military bases. In less than 18 months, grew chain from one to 16 stores, generating \$7.5 million in new revenue.
- Formed strategic alliances with vendor partners that triggered \$2.3 million in new business in one year.
- Led a turnaround initiative for the direct mail channel that had failed to deliver profit in two years. Through change in operational focus and marketing objectives, generated \$7 million in revenue in 12 months by developing new circulation plan and print format that resulted in a profitable direct mail retail channel.

- Initiated company web presence converting 50% of the company's direct mail and telephone sales to web; saving the company \$2 million a year in overhead costs. Generated 20% new business by developing co-branded website relationships with national brands and building affiliate networks to expand traffic and increase sales through the channel.
- Spearheaded Internet redevelopment project in 2008; increasing revenue online and increasing average order size by 20%. Obtained one of the highest conversion rates in the industry through innovative marketing and technology.
- Formed a project team to evaluate systems to improve productivity and decrease labor in distribution as well as evaluate pricing structure and overall company margins. The result added 2% more net profit to the bottom line.

Leadership

- Developed and mentored managers to Director level positions.
- Conceptualized and led executive team through a strategic planning process in achieving brand equity and market share in a highly competitive market.

Southern Linen \ Linens N' Things. Kennesaw, Georgia

Linens N Things was a multi million-dollar 400 store chain of home décor specialty retail stores.

Store Manager

Promoted from Assistant Store Manager to Store Manager in the first six month's of employment.

Projects:

- Integral in implementing changes from Southern Linen to Linens N' Things after corporate buy out to merge the two cultures.
- Designated as the district's Turnaround Manager to assist poor performing stores in increasing sales, improving merchandising and presentation, and staff training.

EDUCATION & ORGANIZATIONS

Kennesaw State University

Bachelor of Business Administration, Marketing Major 1991

American Marketing Association – Present Member

Recipient of the Festival D'Avignon scholarship and study program, Avignon France 1986.