

MICHELLE VINCENT

“Whether Charged To Revive A Failing Business Or Transform A Hidden Champion Into An Industry Icon, I Leave Indelible Stamps Of Achievements In My Trail”

ACHIEVING THE IMPOSSIBLE | FUELING REVENUE & PROFIT GROWTH | BUILDING INDUSTRY-CHANGING BRAND STRATEGIES



Innovative. Dynamic. Tenacious. Gifted with a sharp mind, an innate ability to connect with others and an insatiable thirst for excellence, Michelle Vincent is the “go-to” leader for some of the top names in the fashion design industry.

For more than 20 years, she has pioneered “first-of-its-kind” industry-changing and transformational business initiatives that propelled revenue growth, brand exposure and market expansion for luxury brands like Donna Karan / DKNY, O Oscar, Perry Ellis and Tahari.

In 2010, Entrusted as the Interim CEO with full P&L and business management responsibilities of Clair Studios, Michelle rescued the company from insolvency, improving its operating cash flow and profitability in record time. She grew revenues from zero to \$600K, revitalized the corporate brand, renewed client confidence and positioned company for long-term, sustainable growth in five short months.

Throughout her career, Michelle Viccaro has never disappointed—in 2005, she was handpicked by Oscar de la Renta to lead an extensive restructure and turnaround plan where she successfully transformed a distressed company in one year. She delivered big wins for the company, more notably an exclusivity agreement with Macy’s Company while taking the company’s annual revenues to \$15M.

In an earlier role as the Senior Vice President, Sales for Donna Karan International / DKNY, Michelle was pivotal in reversing rapidly declining sales and shrinking profits. She crafted a turnaround plan that re-introduced the DKNY brand, enhanced brand integrity, increased the end-of-season / annual profitability and took the \$100M ready-to-wear business to a whole new level.

In 2000, Michelle was recruited as the president of the Oscar by Oscar de la Renta brand for Apparel Group International, LLC where she championed key operational initiatives for the \$30M bridge sportswear collection. She successfully renewed consumer interest, spurred product demand and expanded company’s market presence with Saks Fifth Avenue and Neiman Marcus.

Michelle spent her early career years building multimillion-dollar companies and nurturing underdeveloped fashion brands. She made significant contributions to the Joan & David and Emanuel / Emanuel Ungaro brands and was highly instrumental in thrusting this relatively unknown \$15M company into a \$160M, industry-leading entity with unprecedented division gross profits.

Michelle commenced her career with Tahari, Limited as an Account Executive before partnering with Perry Ellis Sportswear, Inc. where she advanced through several national sales management positions and ultimately headed the designer’s premier *Women’s Collection* division.

Michelle graduated *magna cum laude* from Rutgers University with a degree in marketing.