

# Rick Harrison Wolfe

310.890.6111

[thewolfegroup@gmail.com](mailto:thewolfegroup@gmail.com)

[www.linkedin.com/in/rickharrisonwolfe](http://www.linkedin.com/in/rickharrisonwolfe)

Brand architect and experienced executive with documented accomplishments both in managing and developing new and/or established brands.

Hands-on experience spanning multiple disciplines including branding, creative direction, non-profit management, marketing, sales, merchandising, product development, competitive analysis, social media, trend forecasting, new business development and licensing.

## **WORK EXPERIENCE**

### **North Market Development Authority** Columbus, Ohio

[www.northmarket.com](http://www.northmarket.com)

#### ***Executive Director*** May 2013–Present

Leader and visionary of Central Ohio's award winning historic public market visited by over 1.5 million guests a year.

- Oversee day-to-day strategic operations (fundraising, marketing, facility operations and sales) of market.
- Increased net revenue of organization in first year by 38% through increased fundraising, revised rent structures, new revenue streams and focused event management and execution.
- Executed a "best in class" branding philosophy by recruiting new merchants, implementing a comprehensive review system and overhauled marketing strategy.
- Procured approximately \$2.2 million from The City of Columbus for capitol improvements.
- Successfully oversaw \$1.2 million renovation of market house in first year of position.
- Increased total market merchant (35) revenue sales volume to \$12.2m (+72% over 2013).
- Conceived master plan for expansion and development of North Market Historic District footprint.
- Developed several new key relationships and collaborations with local/ state government, corporations and other "like minded" non-profit organizations .

### **The Wolfe Group LTD** Columbus, Ohio/Los Angeles, California

#### ***Independent Consultant*** 2009–present

Providing consultation in the areas of brand/product development, strategic/new business development, project management, competitive analysis, marketing, customer segmentation, social media and trend forecasting.

Wheelhouse: Public Markets, Food Halls, Hospitality Mobile Foods, Footwear and Apparel.

### **The Cheesy Truck** Columbus, Ohio

[www.thecheesytruck.com](http://www.thecheesytruck.com)

#### ***Founder and Creator*** 2011–2012

- Created The Cheesy Truck brand as a Los Angeles style gourmet mobile food truck for the Central Ohio market.
- In one year of operation became the most publicized food truck in Central Ohio.
- Successfully sold business and brand rights after 13 months of operation.
- Considered to be the "pioneer" of modern food trucks in Central Ohio.

**Skechers USA** Los Angeles, California

[www.skechers.com](http://www.skechers.com) (NYSE:SKX)

***Vice President of Brand Development–Fashion Brands Division 2002–2009***

Oversaw business, design, marketing and merchandising of \$100m Fashion Brands Division, reporting directly to CEO of company.

- Oversaw day-to-day strategic operations (design, marketing and sales) of Fashion Brands Division.
- Managed team of 10+ that consisted of designers, product managers, marketing managers and coordinators.
- Oversaw \$10m in marketing and imaging efforts (TV, print, interactive, special events and trade shows).
- Integral in developing and launching the Fashion Brands business with our international subsidiaries and distributors (extensive international travel).
- Directed design teams, created and executed merchandise plans and line building timelines.
- Merchandised product lines (Marc Ecko, ME Collection, 310 and Zoo York).
- Conceived and presented the 310 brand concept to Skechers as an upscale lifestyle brand opportunity (\$22m).
- Managed \$100m inventories for all brands listed above (analysis, buying and markdowns).
- Managed relationships and business with licensors.
- Sought out and analyzed new brand and licensing opportunities for CEO.
- Developed distribution strategies for all brands listed above.
- Provided design teams with trend forecasting and analysis.
- Launched Mark Nason brand and performed many of the above duties.

***Key Account Executive–West 2000–2002***

Sold and serviced Skechers Collection men's footwear in the Western Region of the United States (\$5m territory).

**Donald J Pliner** Los Angeles, California

[www.donaldjpliner.com](http://www.donaldjpliner.com)

***Regional Account Manager–West 1999–2000***

Pioneered sales of Donald J Pliner men's footwear in the Western Region of the United States (Denver West).

- Established business in several premier retailers, including Nordstrom and Macy's.
- Worked closely with Donald J Pliner in designing and developing the product line.

**Cole Haan** San Francisco, California/Chicago, Illinois

[www.colehaan.com](http://www.colehaan.com)

***Sales Representative – Accessories Division Denver West 1997–1999***

***Retail Service Representative–Midwest 1995–1997***

***Assistant Store Manager – Chicago Flagship Store 1994–1995***

***Sales Associate – Chicago Flagship Store 1992–1994***

**EDUCATION**

University of Cincinnati, Communications

**INSPIRATION PORTFOLIO**

<http://pinterest.com/rickhwolfe/>