

SCOTT AVIDON

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SUMMARY

Product Development and Creative Professional. While at Steuben, my strategic product development and focused P/L management, combined with an expert knowledge of consumer trends and tastes, helped to achieve record profit levels. While leading the marketing and rebranding efforts at Rosenthal, I earned the support of the board of Waterford Crystal, the parent company. A revenue increase of 35% and a retail account increase of 40% were the results of my efforts. I am told that I have an innate ability to identify and seize upon growth and innovation opportunities across industries and markets. I have worked on-site throughout Europe, Asia and the Americas leading and motivating global teams towards unified goals and record breaking achievements.

EXPERTISE

Innovative Product Development

Trend Leading Design

Strategic Sales and Brand Building

EXPERIENCE

Direct Marketing Consultant

LGP Gem, New York

2009 – 2010

International manufacturer and marketer of fashion jewelry

Reported to President / Founder

- Conceived and implemented inaugural print, online and radio direct marketing campaigns resulting in more than 75 million consumer impressions within 6 months
- Created aggressive, call to action landing page websites with numerous affiliate marketing partnerships
- Back-End conversion rate of 15% exceeded all forecasts
- Garnered over \$250,000 in print advertising value for \$10,000 through innovative pay per order programs

Director of Product Development

Main Street Direct, New York

2003 – 2008

Leading Direct Marketer of Branded Consumer Products

Reported to Managing Director / Founder

- Managed all new product development; created over 300 new products and imported over 10 million products in 4 years resulting in over \$50 million in new revenue
- Responsible for all new business development efforts. Established relationships with C-Level executives at over 40 leading global consumer brands including: Disney, London Fog, Thomas Kinkade, Harley-Davidson, Tonka, Lego, Nickelodeon, Smith & Wesson, John Deere and NASCAR
- Negotiated complex win/win contracts with all brand partners

Strategic Partner/Consultant

Seguso Viro, Murano, Italy / New York

2002 – 2003

Internationally Acclaimed Producer of Venetian Glass

Collaborated with company President and founding family

- Designed and managed production of hand-made luxury stemware line. First year sales of \$500,000 exceeded forecast by 150%
- Collaborated with team of expert glass blowers on-site in Murano
- Neiman Marcus, Barneys and Bloomingdale's premiered collection at retail

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Vice President of Product Management Russ Berrie & Company, New Jersey 2001 – 2002

Leading International Toy and Gift Manufacturer and Marketer

Reported to CEO and Executive VP

- Recruited to revitalize product development division. Resulted in new product sales increase of 25%, cost savings of 20% and decreased product development time by 20%
- Managed creation and production of 2,000 new products annually across numerous product categories
- Created custom designed retail display and visual branding programs responsible for 20% increase in retail display space and year over year same store sales increase of 20%
- Managed domestic graphic design staff of 10 and Asian based package design and branding staff of 15
- Restructured and directed domestic product development staff of 30 people

V.P. Product Development/ Marketing Rosenthal USA, New Jersey 1998 – 2000

International Luxury China and Crystal Company

Reported to company President

- Designed and implemented product development and marketing programs to reposition Rosenthal as a modern luxury brand leading to a 35% increase in revenue and a 40% increase in retail account base
- Unearthed long retired classic dinnerware patterns from on-site research in German corporate archive. Resulted in creation of redesigned modern classics dinnerware collection that was launched internationally.
- Developed strategic marketing and launch plan for first ever Bulgari branded dinnerware collection. Selected Neiman Marcus to lead retail introduction with exclusive launch period and in-store events. Year 1 sales exceeded forecast by 35%

Director of Product Management Steuben Glass, New York 1995 – 1998

Luxury Crystal Manufacturer and Marketer

Reported to President / CEO

- Established strategic product development plan to restore profitability and luxury brand image
- Achieved profitability in 1997 for the first time in almost 2 decades. Realized new product sales increase of 25% and overall gross margin increase of 15%
- Co-managed internal design team of 10 people and external design resources of between 5-10 people

EDUCATION

Master of Arts in Industrial Design Pratt Institute

Bachelor of Arts in Economics University of Pennsylvania
Varsity Lacrosse, NCAA Quarter Finals

PROFESSIONAL DEVELOPMENT

Leading Product Development Course Harvard Business School

Material and Production Process Training Material Connexion NYC Ongoing

Glass Blowing and Design Training New York / California / Murano Ongoing