

JILL KRIZELMAN

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EXPERIENCE

TUMI | New York, NY

2021 – Present

Senior Vice President, Global Marketing & eCommerce

- Lead TUMI's global brand strategy across Creative, Media, Marketing, PR, Social, CRM, and Customer Engagement, overseeing all channels (eCommerce, Retail, Outlet, Wholesale) and establishing measurement frameworks to quantify brand health, media effectiveness, and customer impact globally.
- Spearhead global brand creative and content strategy, encompassing brand positioning and voice, campaign ideation, celebrity and brand ambassador talent strategies, sports partnerships, creative services, and agency partner management worldwide.
- Develop and execute integrated, omni-channel 360° global marketing strategies, spanning DTC, full-funnel brand media, social/influencer, press, events/experiential, and creative content development.
- Own North America eCommerce P&L, leading full-funnel digital strategy and end-to-end SFCC replatform across UX, merchandising, analytics, performance marketing/media, technology and operations.
- Scaled online business in three years (+400% growth; ~71% CAGR), while improving gross margin +176bps, driving sustained high velocity profitable growth.
- Own enterprise data and martech strategy, built a cloud-based tech stack (Snowflake) and CDP (Amperity) from the ground up, managing a 6M+ customer database and driving 48% new customer acquisition (2022–present), enabling automation, test-and-learn, and actionable insights across product, media, CRM, clienteling (Tulip), personalization, and consumer insights.
- Drive large-scale change management, leading a 45+ person global team through a shift from channel-centric to consumer-first operating model; serve as Co-Captain of the D&I Committee, Samsonite AI executive committee and member of the Samsonite Global Sustainability Committee.

COACH | New York, NY

2019 – 2021

Vice President, Head of North America Marketing & CRM

- Led Omni-Channel Marketing, CRM & PR for North America, covering all channels of business: Ecommerce, Retail, Outlet and Wholesale, supporting over \$2B in sales.
- Stewardship of a \$65M+ budget, managing Direct, Loyalty, Media, Digital, Social, SEM, PR, Influencer, Visual Merchandising, Experiential & Events, with monthly sales forecasting and P&L management.
- Drove all data driven and digital Marketing efforts, supporting retention and acquisition, with close partnership with Data Science, Analytics and Consumer Insights.
- Responsible for setting strategy and innovation for newly launched *Coach Insider* Loyalty program & progressive app, with 5.8M members domestically and global expansion in development.
- Management of CRM with a customer-led strategy, inclusive of Consumer Lifecycle Marketing, Email, SMS and Direct Mail.
- Responsible for MarTech strategies leaning heavily into digital, automation and test & learn, i.e. triggers, behavioral re-targeting, sentiment AI testing, customer reviews, post-purchase surveys, gamification.
- Leadership of a 40+ person team, along with external Agency.

Specific Achievements:

- Led *Coach Insider* Loyalty program, launched Fall 2020 and projected to drive +\$100M in iROI.
- Launched Coach Outlet Ecommerce site in April 2020, acquiring 451k “new” customers QTD, generating 45% of demand (~\$68M) through paid social, SEM and affiliate marketing initiatives.
- Launched Coach Collective influencer / advocacy strategy, generating \$41M in EMV (+119% YOY) with 650 Ambassadors worldwide.

CALVIN KLEIN | New York, NY

2016 - 2019

Senior Vice President, Marketing & CRM

- Led Marketing & CRM for the Americas inclusive of Retail, eCommerce & Wholesale.
- Management of Amazon Marketing & PR strategies online/offline, inclusive of large-scale partnerships.
- Developed comprehensive Marketing strategies across all product categories, inclusive of Direct-to-Consumer, Loyalty, Advocacy/Influencer, Performance Marketing, Media, Social, Events, In-Store Visuals, Digital Content and PDP.
- Leadership of customer engagement strategies leveraging the customer database, i.e. Email, Triggers, Data Capture, ESP management and *MyCalvins* Loyalty program.

- Strong P&L Management, responsibility of multi-million-dollar budget.
 - Managed all licensee Marketing & joint ventures (ownership of LATAM region).
- Specific Achievements:*
- Developed CALVIN KLEIN X AMAZON Holiday Pop-Up Shop (NY & LA), positively impacting PVH stock and generating \$15M in sales during 4-week activation.
 - Led CDP implementation partnering closely with PVH, inclusive of vendor evaluation, internal scoping and cross-functional training.

RALPH LAUREN | New York, NY

2003 – 2016

Vice President, Global Marketing

2014 - 2016

- Developed comprehensive Global Marketing strategies extending across all regions and channels (Retail, eCommerce, Wholesale), supporting the Polo Ralph Lauren brand.
- Led Global Marketing teams to develop and execute 360° omni-channel initiatives.
- Managed new store opening strategies globally, focusing on geographical and cultural specificities.
- Developed digital strategies to align with the brand vision and achieve business goals.
- Management of multi-million-dollar global brand spend, focused on driving ROI.

Specific Achievements:

- Launched Loyalty strategy, resulting in incremental sales.
- Trusted partner to Mr. Ralph Lauren; collaborated closely on key Global Marketing strategies.

Vice President, North America Marketing

2013 - 2014

- Led Marketing team, responsible for all Marketing initiatives supporting 60+ North American Retail stores & eCommerce.
- Responsible for acquisition and retention strategies, inclusive of Direct to Consumer, Digital, Social, Loyalty, Promotions, Events, Tourism and New Store Openings.
- Partnered closely with North American President to set annual strategies for men's, women's, children's and home brands.
- Guided CRM team to optimize segmentation strategies, leveraging data, i.e. retention, tourism, cross-label shopping, clienteling tools and prospecting.
- Led Client Engagement strategies for North America inclusive of Direct Mail, Email Campaigns and development of Top Client Experiences and Clienteling initiatives.

Specific Achievements:

- Developed comprehensive launch strategy for Fifth Avenue Polo Flagship, inclusive of The Polo Bar Restaurant & Ralph's Coffee Shop in NYC.
- Executed initiatives that drove in excess of \$25MM in incremental ROI.
- Led initiatives supporting the US Open Tennis, Wimbledon and 2014 Sochi Olympics.

Senior Director, Marketing

2011-2013

Specific Achievements:

- Led the 2010 Winter Olympic Games, inclusive of P&L ownership, athlete agreements, product distribution, press, marketing, events, advertising, digital, social and external partnerships.
- Launched Ralph Lauren x American Express Centurion acquisition program.
- Developed and implemented successful in-store events with notable hosts such as LeBron James, Gloria Vanderbilt and Michael J. Fox.

Marketing, Director

2007 - 2011

Brand Management Manager, Advertising

2004 - 2007

Brand Management Coordinator, Advertising

2003 - 2004

EDUCATION

COLUMBIA UNIVERSITY | NEW YORK, NY

1999 - 2002

Bachelor of Arts degree, 2002. Graduated Magna Cum Laude. Cumulative grade point 3.8, Dean's List. Arthur Ross Foundation Scholarship recipient.