

ROSY LOPIPARO, PMP

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www.rosylopiparo.com

RETAIL BUSINESS STRATEGIST | DIGITAL TRANSFORMATION | GROWTH LEADER

Digital Implementation Architect | Client Experience Innovator | Luxury & Data-Driven Program Strategist

Proven leader of multimillion-dollar initiatives across aviation, hospitality, and luxury retail, delivering measurable ROI through adoption, data-driven personalization, and seamless omnichannel programs. Distinguished for driving digital implementations with a focus on Go-to-Field innovation, advancing AI solutions, simulator trainings, and enterprise communication to improve readiness and scale performance.

Respected for building high-performing teams, cultivating strong partnerships, and pioneering strategies that elevate service excellence, efficiency, and revenue.

CORE COMPETENCIES

- B2C & B2B Sales Leadership
- Operational Efficiencies
- Connected Commerce – Digital Platforms
- Customer Experience Strategist
- Learning & Development Optimization
- Data-Driven Leadership
- Project & Product Management PMP
- Omnichannel Clienteling Experiences
- Cross-Functional Leadership
- Affiliated Marketing Development
- Advisory Board Development & Facilitation
- Tailored GTM & GTF Strategies
- New Store Openings
- Brand Development
- Customer First Visionary
- Merchandising Optimization
- Vendor Management
- P&L Ownership

TECHNICAL & EDUCATION: BA Foreign Languages – Università di Palermo

PMP® Certified — Project Management -Agile & Waterfall

Marriott International – Voyage Leadership Program Recipient

Certified ATA Translator –The Interpreter Network

Certified Travel Executive — Travel Education Institute CCTE

Certified Flight Attendant — Flight Safety International – FAA FAR PARTS 91 & 125 + MEDAIRE

Product, Tools, & Tech Stack

SaaS Platforms | Salesforce Marketing Cloud | Figma | JIRA | Confluence | Google Analytics | SABRE GDS | Articulate 360 | Rise SynthesiaAI | Miro | PDQ | Toast

Product Governance: End-to-end solutions from concept to launch experiences with complex SaaS ecosystems, overseeing a digital implementation portfolio supporting up to 80% of digital revenue, digital sales training, and GTM strategies.

Product Specialties: Clienteling, E-commerce, Digital Retail Applications, Endless Aisle Virtual Experience, Mobile POS, Virtual Screens, Care & Repair Digital Enablement, Loyalty, Digital App Affiliate Program, VOC+ VOE+ CX, Data Analysis, Digital Learning & Development with AI Optimization.

PROFESSIONAL EXPERIENCE

The MRM Group: REEM ACRA NEW YORK

September 2024 – September 2025

Head Consultant; Marketing

Reem Acra is an internationally acclaimed fashion house known for redefining luxury bridal and ready-to-wear through a visionary fusion of heritage craftsmanship and modern design. Worn by global icons including Taylor Swift, Beyoncé, Jennifer Lopez, and First Lady Melania Trump, the brand continues to lead the industry with timeless culture and modernization.

As Head of Business Development, I led an international enterprise across the full value chain, driving end-to-end growth through merchandising, retail territory implementation, operations, design collaboration, product development, enterprise partnerships, and global market diffusion. Creator for innovative marketing, PR, high-profile event planning, tradeshow, media, and influencer management as key frameworks that drive brand awareness and positioning.

Client Interface: Saks 5th Ave, Bergdorf Goodman, Neiman Marcus, Universal Studios, Netflix, Hallmark Media, ABC & NBC Networks.

- **Social Media Planning:** Built and scaled a high-performing influencer and ambassador program, managing high-profile creators and implementing a tiered structure across presenting, paid, affiliate, and brand partnership models.
- **Brand Strategy:** Achieved a **78% sales growth** for recent collections, repositioning the brand globally with elevated PR events, digital advertising, and renewed buyer confidence with brand refacing, resource libraries, and celebrity engagements
- **P&L Strategy:** Reduced production costs by **56%** and delivery time by **69%** by introducing and pioneering offshore manufacturing operations within trend analysis and competitive mapping.
- **Marketing Strategy:** Increased sales by **57%** through the creation and global launch of new marketing, partnerships, and media management. Led cross-functional teams in product innovation, leveraging real-time social insights, influencer engagement, and trend analytics to shape collections

SIGNET JEWELERS | Akron, OH

December 2020 – October 2024

Director, Digital Experiences

Senior Product Manager 2020-2022

The world's largest diamond jewelry retailer (\$11B+, 2,800 stores, 30K employees, NYSE-listed). I drove multimillion-dollar campaigns, customer acquisition, and omnichannel transformation, blending human-first service with data-driven digital strategy to scale enterprise solutions and elevate consumer and team engagement. I owned the strategy, 40+ products per year development with adoption of core product capabilities - including a front-end component library, role-based access, and an insights platform engine - that streamline development and empower frontline teams across the nation.

- **Strategic Leadership and Team Empowerment:** Cultivated high-performing teams through mentorship, talent development, and a culture grounded in innovation, accountability, and cross-functional alignment
- **Go-to-Field Program:** Pioneered the first-ever Go-to-Field Program Office (GTF) as part of a reimagined go-to-market strategy, spearheading a transformative partnership between product marketing and field leadership.
- Successfully enabled the launch of a connected commerce and affiliated marketing framework called Digital Storefronts via the Creatable platform that generated \$69M in its first year, driving adoption and cross-collaboration with various digital and field operations partners.
- **Learning & Development:** Drove talented product managers who led a training redesign that converted 60-page PDF learnings to 30-minute, sleek AI-led e-learning. Amplified CRM & POS traditional trainings to a first-ever hands-on training simulator that reduced overall technical trainings by 97%. (60 hours average training to 30-minute simulation) Outcomes included measurable growth in digital adoption, increased sales revenue, and reduced team attrition through improved confidence and operational alignment.
- **Loyalty Program:** Pioneered Signet's first VOC-led Vault Rewards Loyalty Ecosystem—an omnichannel, data-driven program that elevated member engagement by 40%, increased repeat purchase behavior, and redefined the customer value exchange through tiered rewards, personalized incentives, and integrated digital journeys.

PRONOVIAS GROUP | New York, NY

June 2014 - May 2020

Nicole Milano Division

Senior Vice President, Development & Strategic Marketing,

Vice President, Strategic Marketing, 2014 to 2016, -- Regional Director of Sales, 2012 to 2014

PRONOVIAS GROUP |

A global leader in bridal fashion, known for its luxury wedding dresses and accessories. The company operates over 100 flagship stores in more than 30 countries and has a strong presence with over 8000 global retail partners – \$3B Portfolio Management.

Responsible for steering 65 field global cross-functional partners in developing and executing the overall brand strategy to enhance the brand's market presence, and product to drive growth. Collaborated with partnering teams in sales, marketing, product design, and digital to ensure brand consistency, innovation, and alignment with our core values of inclusivity and empowerment.

- **Marketing & Influencer Strategy:** Partnered cross-functionally with content, media, PR, and retail teams to launch integrated campaigns and repurpose influencer content across channels to amplify reach and ROI.
- **Revenue Management:** Increased annual revenue by 17% via strategic leadership in sales, merchandising, marketing, and customer experiences.
- **International Positioning:** Drove international market positioning by identifying, validating, and launching high-potential global markets, new retail locations, establishing product-market fit, and scalable go-to-market strategies as a hands-on expansion leader.
- **P&L Strategy:** Achieved \$1.7MM in savings by renegotiating agreements and manufacturing and distribution protocols. Identified underperforming metrics and developed data-driven merchandising and branding tactics, leading the execution of global trade and runway presentation.