

# ROSY LOPIPANO, PMP

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Languages: Fluent in Italian

## GTM INNOVATOR | DIGITAL TRANSFORMATION | INSTRUCTIONAL DESIGN

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

Learning and Development luxury retail leader with 10 plus years building and scaling enterprise training and operational programs across global organizations. Expert in digital training strategy, LMS transformation, and KPI driven learning impact.

Trusted advisor to senior leaders known for delivering workforce capability, adoption, and measurable business results through high-performing teams and data-driven execution.

## CORE COMPETENCIES

### Operational Execution and High-Performance Team Leadership

- Led end to end training solution delivery from design through deployment, adoption, and continuous optimization
- Known for speed, precision, and detail driven execution across complex, multi-initiative environments
- Built and scales high performing teams while driving innovation, accountability, and measurable business results

### Enterprise Training Strategy and Digital Learning Leadership

- 10 plus years building and scaling enterprise onboarding, continuous learning, and career pathing programs
- Architect of digital first training strategies integrating LMS, AI learning tools, and scalable SaaS learning ecosystems
- Delivered multimillion dollar training programs tied to adoption, workforce performance, and revenue outcomes while building KPI driven evaluation frameworks with executive level impact reporting

### Executive Influence and Cross Functional Partnership

- Trusted advisor to senior leaders translating business strategy into workforce capability and training roadmaps
- Influenced HR, Recruiting, Operations, Creative, and Commercial teams to align talent, retention, and learning strategy
- Delivered Executive reporting connecting training to productivity, quality, retention, and growth metrics

## TECHNICAL & EDUCATION: BA Foreign Languages – Università di Palermo

PMP® Certified — Project Management -Agile & Waterfall

Marriott International – Voyage Leadership Program Recipient

FAA Certified Flight Attendant — United Airlines – Dependable Core4 Award Recipient – Flight Safety International

### Product, Training Tools, & Tech Stack – [Training Portfolio](#)

Camtasia | Articulate 360- Rise | Synthesia AI | SaaS Platforms | Salesforce Marketing Cloud | Figma | JIRA | Confluence | Google Analytics | SABRE GDS | Miro Board

**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, POS, Virtual Screens, Care & Repair Digital Enablement, Loyalty Programs, Affiliate Programs, VOC+ VOE+ CX, Data Analysis, Digital Learning & Development with AI Optimization.

## PROFESSIONAL EXPERIENCE

### The MRM Group: REEM ACRA NEW YORK

#### Head Consultant, Marketing & VP Business Development

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.

September 2024 – September 2025

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 5<sup>th</sup> 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**

**Sr. Director, Digital Experiences & Integration**

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 end-to-end strategy for over 40 digital ad and non-digital products per year, from adoption to core product capabilities, including a front-end training product education library, role-based access, and an insights platform engine that streamlines development and empowers frontline teams nationwide.**

- Designed and delivered high-impact learning experiences for 18,000 frontline teams, and GTM strategies ensuring consistency, excellence, and measurable performance outcomes across regions
- Partnered cross-functionally to develop accurate, compelling product knowledge and education resources that support Sales, Service, Styling, Leadership, Digital, and onboarding programs
- Acted as a strategic advisor between HR, Digital, and field operations teams, translating business needs into scalable learning solutions while building strong stakeholder alignment and trust.
- Leveraged learning needs analysis and performance data to inform program design, prioritize initiatives, and guide strategic decision making
- Drove innovation in learning approaches to elevate in-store education, strengthen sales effectiveness, and enhance client experiences
- Owned end-to-end execution of learning initiatives, including project management, LMS administration, learner communications, engagement strategies, and impact reporting
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**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 | Nicole Milano Division**

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 cross-functional B2B partners in developing and executing the overall brand strategy to enhance the brand's market presence and product to drive growth.**

- **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.