



MICHAEL HAWLEY

EXPERIENCE ARCHITECT

PERSONAL PROFILE

- Dynamic leader
- Excellence pursuer
- Culture transformer
- Team builder
- Omnichannel navigator

SKILLS & ABILITIES

- Analytics
- Communication
- Creativity
- Curiosity
- Perspective
- Strategy

CONTACT INFORMATION

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EXPERIENCE

Principal Consultant

Consult Hawley (2018 - Present)

- Branding & Marketing..
- Architect omnichannel experiences.
- Strategic business development.

President - General Manager

Note Cosmetics (2018)

- Created global brand identity.
- Developed omnichannel strategy.
- Delivered 42% volume increase.

Chief Merchant - General Manager

Beautykind (2014 - 2017)

- Founding team member.
- Created merchandising/marketing strategy.
- Administered operations.

Vice President - Sales & Marketing

The Fragrance Group (2012-2014)

- Launched emerging niche fragrances.
- Developed product.
- Created marketing strategies.

CEO

True Cosmetics (2009 - 2011)

- Developed revised business plan.
- Elevated service levels.
- Drove expense reductions.

Vice President - General Manager

Saks Fifth Avenue (2005 - 2009)

- Transformed store culture.
- Increased store rank to 5 of 45.
- Drove 30% sales increase.

General Manager

Bloomingdale's (2002 - 2005)

- Created distinct culture.
- Executed successful launch of store.
- Transformed Lower Manhattan.

INTERESTS

- charity:water.
- Suicide prevention.
- Animal welfare.

EDUCATION

Landmark Worldwide

Team, Management & Leadership Program

University of Cincinnati

Bachelor of Marketing