

DEIDRE SCHWARTZ

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Entrepreneurial leader with experience developing marketing and business development strategies in B2B and B2C organizations. Proven asset in acquiring new customers and expanding the business of existing customers with the focus on relationships and effective problem-solving. Seeking growth opportunity with company in need of diversification, innovation, and expertise in design, marketing, business development, and corporate responsibility.

DIRECTOR | REGIONAL DIRECTOR | REGIONAL VICE-PRESIDENT

- Established credibility and talent pool to secure diversified business opportunities in hospitality, education, healthcare and government.
- Awarded national contract for design services bringing added revenue To base and making design services a material profit center.
- Reduced attrition and expanded staff to meet growing demand.
- Founding board member of Soap Aid, Inc. 501(c)(3). Built organization structure and infrastructure around logistics/transportation, legal, finance, marketing, technology, and fundraising.
- Published first public company Sustainability and Social Impact Report.
- Designed framework for organizational sustainability tracking & reporting for stakeholders

PROFESSIONAL EXPERIENCE

AMERICAN HOTEL REGISTER CO, Vernon Hills, IL 5/2007-Present

Director of Design and Sustainability

- Develop & execute annual design business growth strategy using industry trend data and lead platform.
- Design & develop sustainability strategy through organizational Channels.
- Key account management responsible for 85% of sales conversions.
- Team management (staff of 11) and development handling \$50 million in annual revenue.
- Strategy development and oversight of annual marketing budget.
- Contract negotiation and execution.
- Manage CDP processes, centralize waste program across RDCs, and track sustainability measure across all department, divisions, and regional operations.

Director of Merchandising

- Introduced INSPIRED, our first furnishings + design catalog.
- Curated + built 15,000 sft showroom, demonstrating our breadth of product and service solutions.
- Category responsibility for over \$300 million in purchases, including 450+ suppliers.
- Strategic development and execution of new product launches including merchandising and marketing.
- Recruited, managed, and coached team of Product Managers, Associate Product Managers, and Assistance Product Managers.

Director of Sales and Business Development

- Key account management, value of \$25 million in sales.
- Development of new strategic accounts, resulting in added \$5 million in sales.
- Category training program development for internal stakeholders.
- Reporting and tracking weekly sales and pipeline.
- Cross-functional liaison between sales, design, merchandising, and project management.
- Manage/coach team of 4 business development managers.

Director of Design & Marketing

- Developed strategy to gain industry recognition and credibility.
- Managed technological considerations to meet defined goals.
- Developed artistic visual products while working within defined technical constraints.
- Fostered highly communicative, collaborative team culture on all visual product projects.
- Trained + developed staff of interior designers.

AFFILIATIONS

- American Society of Interior Designers (ASID)
- Association of Climate Change Officers (ACCO)
- International Society of Sustainability Professionals (ISSP)
- Leadership in Environmental & Energy Design (LEED-AP)
- Network of Executive Women in Hospitality (NEWH)
- Toastmasters International (TMI)

LEADERSHIP & CAREER EXPERIENCES

Residential Construction 7 years

Commercial Construction 20 years

Supplier Management 13 years

Business Development 10 years

Team Leadership 13 years

Non-Profit Leadership 3 years

Senior Living Industry 9 years

Hospitality Industry – Distribution 13 years

