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EXECUTIVE PROFILE

- Retail executive with 20 years experience in creative, design and management positions with nationally recognized companies headquartered in New York and Minneapolis/St. Paul.
- A leader with retail, wholesale, private label, corporate and e-retailing experience committed to fostering creative talent in tandem with financial acumen achieving positive business and sales growth.
- Expertise in merchandising, buying, multi-store operations, strategic retail/e-tail positioning, licensing and process management while building branded environments where financial effectiveness and creative ingenuity are the business drivers.
- Excellent reputation for using astute creative and sales team management skills to build client and vendor relationships, leverage outsourcing strategies, and develop employee potential.

EXPERIENCE

MJR Design Studio, New York, NY

2000-Present

www.mjrdesignstudio.com

Business and Design Consultation

Provides business strategies, new product development, licensee arrangements and design services for national web retailers, celebrity brands and individual clients.

- www.italybyweb.com. Brand development, consumer and trade retail strategy, product buying/merchandising, and marketing consultation for national e-tailer importing Italian furniture.
- [V&A Global Luxury Licensing](#). Celebrity and Creative Talent Licensing within Home, Apparel, Fragrance, Entertainment and Lifestyle categories
- www.sweetdanib.com. Brand extensions, retail marketing, consumer placement, product sourcing and development, and vendor contracts for national bakery and stationary company.
- www.tomjuliangroup.com. Re-branded marketing and sales collateral for national trend company.
- Provides residential and commercial design services to clients throughout the United States.
- Design Committee Member for Commercial Projects—Weisman Art Museum/Frank Gehry, MN., Park Avenue Loft Residences, MN., Temple Israel Synagogue, MN. And Gramercy House Apartments, NYC.
- Work published in [California Closet Quarterly](#), Fall 2007, [Minneapolis Star Tribune/Home and Garden](#), January 16, 2008, [METRO Magazine \(cover story\)](#), May 2009, [Mpls St.Paul HOME Magazine](#), March 2010, [Minneapolis Star Tribune/Home and Garden](#), October 13, 2010.

GABBERTS DESIGN STUDIO AND FINE FURNISHINGS, Edina, MN

2006 – 2010

www.gabberts.com

Design Studio Director

2007 - 2010

Member of senior management hired to re-brand 60-year-old nationally recognized retailer with additional P&L responsibilities for Interior Design Studio Division.

- Increased retail sales by 40% by completing 1,000+ annual retail design projects and achieving gross sales in excess of \$10.0MM.
- Improved gross margin for all designer trade resources (case goods, upholstery, wallpaper, trim, fabric, lighting, accessories and carpet) from 41% to 49%.
- Directed sales, trans-media, marketing, operations, and administrative functions for a 30 member award-winning nationally recognized design team.
- Responsible for buying, merchandising and visual display for shop-in-shop specialty Studio store.
- Lead all PR, marketing, on-line and media strategies resulting in local and national editorial and new client profiles while developing a leadership role in charity, community and social functions.
- Lead new business development for licensee programs to establish private label brands, specialty merchandise and new product categories.
- Secured new merchandise and vendors aligned with financial goals and customer's needs.

Senior Accessory Buyer/Merchandiser

2006 - 2007

Directed all buying, merchandising and visual display for table top, gifts, accessories, lighting, art, softgoods and bedding. Developed three lifestyle merchandise categories aligned with re-branding strategy for a 78,000 sq. ft retail store.

- Responsible for pricing strategies which improved gross margin and sales volume netting a 30% increase in gross profit.
- Restructured vendor systems for artwork and accessory categories to improve margin, reduce inventory and expand merchandise selection.
- Procured luxury merchandise, business trends and competitive analysis at International trade shows in New York, Atlanta and High Point, NC.

POLO RALPH LAUREN, New York, NY

1990 – 2003

www.polo.com

Vice President of Business Development and Operations

1999 - 2003

Store Development/Creative Services/Home Design

Directed a creative division with 13 departments and 150+ people. Controlled operating efficiencies, created new business development channels, managed multi-store design direction, led cross-company functionality, and ensured financial effectiveness for corporate division with an operating budget of \$23.0 MM in support of an \$8.0 B retail brand.

- Responsible for managing project levels, business requirements and resources for 200-300 annual architectural and creative marketing projects for 5 corporate divisions.
- Launched Global Antiques and Art virtual store with full P&L responsibilities. Supervised marketing, merchandising and global marketing efforts. Created channels of distribution, POP systems, inventory management procedures, packaging, sales materials and in-store training.
- Led re-structuring of Home Design Division including product design, vendor interface, product development, licensee agreements and wholesale/retail sales.
- Co-originated launch of *Ralph Lauren Interiors* providing residential clients with interior and architectural design services.
- Directed art and editorial content for marketing and visual display publications and external publications for International Licensee partners.
- Managed strategic alliances with business units including Marketing, AP/AR, Finance, IT, Loss Prevention, Facilities, Legal, Supply Chain Management and HR.

Senior Director of Design Operations

1990 - 1999

Men's Apparel Design Studio/Purple Label Brand

Responsible for directing all creative processes and apparel designers involved in developing 4 seasonal apparel lines with 11 product categories.

- Established and responsible for corporate design budgets and ensured financial operating performance.
- Directed the design process pass-off to Production, Retail Development, Sourcing, Merchandising, International Licensing, Marketing and Advertising.
- Facilitated design meetings to ensure timely decisions and corporate calendar efficiency.
- Oversaw and designed specific products for International Licensee Partners.
- Directed Men's Collection apparel used in advertising, fashion shows, marketing and domestic/international press events.
- Managed Men's Accessories, including Footwear, Leathergoods, Soxs, Eyewear, and Luggage to ensure licensee effectiveness, brand alliance and financial productivity.

HARPER AND ROW, PUBLISHING COMPANY, New York, NY
www.harpercollins.com

1989 – 1990

Advertising Manager

Structured advertising department and procedural systems for hardcover/paperback division.

- Coordinated media and budgets for marketing and advertising campaigns.
- Introduced computer technology and production for specialized consumer advertising in niche markets.
- Directed the development of a branded advertising design to establish a consistent corporate identity throughout the entire adult trade division.

EDUCATION

BOSTON COLLEGE, Chestnut Hill, MA
Bachelor of Arts

HARVARD UNIVERSITY, Cambridge, MA
Harvard Negotiation Project

HEBREW UNIVERSITY, Jerusalem, Israel
Archeology and Biblical History.

ALL FAITHS SEMINARY, New York, NY
Associate Degree in Divinity.

References available upon request