

STEPHANIE HINZE

GLOBAL BUSINESS EXECUTIVE

Assiduous and results driven, with a history developing U.S.-based brands into profitable global revenue streams through direct and distribution models. Current head of International, leading MANSCAPED's D2C business from zero to 40 international countries in less than three years. General Management lens, with more than a decade of experience delivering growth plans in both startup and large multibillion-dollar corporate environments.

Strategic visionary, constructing roadmaps that unlock hyper-growth in eCommerce, Marketplace, Retail and Distributor-partner environments. Solutions oriented, championing operational improvement within product, supply chain, and 3PL fulfilment to optimize for profit. Key driver of initiatives to advance Marketing efficiency (ROI, CAC, media rate) and eCommerce performance (AOV, CVR, LTV). Highly observant and analytical, focused on turning insights into action plans that drive higher revenue by region, and ultimately, more contribution margin.

Demonstrated leader adept at curating and retaining skilled teams while mentoring all levels for personal and professional development. More than 50% of International Department Alumni have been nominated for company Spotlight awards. Culture Mentor to more than 6 Mentees, ranging from VP, Corporate Controller, to Manager.

DYNAMIC COMMUNICATION THAT STRENGTHENS ORGANIZATION AND OUTPUT

EXPERIENCE

MANSCAPED

■ **Sr. Director International | Sr. Director Int'l Operations | Director Global Operations** | Feb 2020 – Present

■ Catapulted MANSCAPED's international business into five continents in two-and-a-half years, establishing Direct-To-Consumer sales in more than 40 countries, with eCommerce delivering 80% of international revenue. Built a cross-departmental team of knowledge experts and orchestrated the research, tax, legal, regulatory, operations, demand planning, supply chain, content, translations, web development, customer service, and marketing plans to execute the international strategy for D2C, Marketplace and Retail.

- Drove scale for the international omni-channel business from \$0 to \$28.5M net revenue in first year, 130% growth in year two, and projecting \$76M annual net revenue in year three.
- Pioneered the launch of all seven international web instances in CA, AU, UK, EUR, SG, ZA, MENA, and four languages with a new CMS, bringing International D2C to 30% of Global D2C Revenue.
- Responsible for International vertical omni-channel P&L, D2C annual budget and regional sku-level unit forecast. Strong partnership with SVP Global Omni-Channel Marketing to establish the International Marketing Strategy and channel spend by region. Oversee global pricing process.
- Onboarded four global 3PLs to enhance the international customer experience with competitive SLAs and unlock better COGs for lower AOV and Peak Hygiene Plan subscription shipments.
- Propel the product development roadmap prioritization by region and GTM launch plans to hit company revenue targets in 2023.

Sun Bum

Startup acquired by SC Johnson

International Business Manager | Apr 2019 – Feb 2020

Reported to VP Int'l and Legal Affairs, at hyper-growth sun care startup, acting as the pseudo-General Manager of the international business and roadmap. Developed 18 territories via distributor and direct business models.

- Owned the international business strategy with 42% growth YOY hitting revenue and contribution targets.
- Built sales and marketing playbook and launched high margin skus to drive efficient revenue in North America (Canada/Mexico), Europe, Latin America, Asia, and multiple, strategic Island Nations.
- Led regional launch team, including regulatory, product development, supply chain, operations, marketing, and sales leads. Onboarded new high-grossing distributors and secured British Retailer Boots.
- Recruited to work for MANSCAPED.

Revlon

Professional Brands: American Crew, CND, Revlon Professional

North America Communications Manager | Apr 2018 – April 2019

Reported to VP Marketing, leading North American Communication Department for three brands. Managed extended team in Mississauga, Canada from San Diego, California.

- Engaged taskforce and consultant to overhaul the North American Loyalty Program, combining all three companies into a rewards platform for salon professionals and owners.
- Launched 4x CND collections per year and new American Crew Acumen line. Established new Email Marketing Agency to increase retention and CLV; installed Content Agency for Education Videos; and secured Communications Firm to develop content that output positive 6:1 ROI in the US and Canada.
- Turned down promotion offer in Revlon's Jacksonville, Florida office with close of San Diego location.

International Events & Marketing Programs Manager | Apr 2016 – Apr 2018

Provide globally consistent brand strategy, promotions, guidelines, and digital support for 50 International distributors across 90 countries.

- Created comprehensive sales and 360-marketing plan to clearly align CND's brand messaging globally.
- Drove product launches, promotions, tradeshow strategy, direct email, sales/media decks, press releases.

Cadence

Program Manager | Meeting Manager | Registration Coordinator | Feb 2014 – March 2016

Recognized as Agency's Employee of the Quarter. Executed full-service planning, design, registration website builds, and onsite operation of global meetings and sales programs for a myriad of clients simultaneously.

- Owned webpage builds, content creation, and email communication, per event.
- Built and maintained multi-currency budgets. Owned vendor sourcing, negotiations, and contracts.
- Recruited by client, Revlon, to work in-house.

Golin

Media Associate | Jan 2012 – Feb 2014

Drove media relations efforts to secure relevant earned media coverage and strategic paid advertorials for clients in the technology, consumer electronics, and higher education industries.

EDUCATION & GLOBAL NETWORK

Chapman University

B.A. in Advertising & Public Relations, Minor in Film Studies

National Student Advertising Competition (NSAC)

- National Champion, 1st Place Team

Women's Water Polo Team

Semester At Sea - The University of Virginia

Study Abroad Program through 12 countries

Tailored Global Marketing and Global Studies classes

Hyper Island Digital Training

Hyper Island 3-Month Digital Development Course

Online training - SEO/SEM, Google AdWords, website UX and digital trends

SKILLS & KNOWLEDGE

Functional

- Strategic Planning & Global Expansion
- P&L Management
- Budgeting and Sales Pacing
- Sku-Level Forecasting
- Multi-Currency & Omni-Channel Pricing
- Product Development & 3PM Management
- International Regulatory & RP Process (PIF)
- VAT/GST Requirements
- Cross-Border Shipping | Importer of Record
- International Distribution
- 3PL Sourcing & Onboarding
- Freight & Transfers
- Website Development Roadmap
- Sprint Planning
- Briefing Process
- Project Management
- eCommerce KPI Tracking
- Marketing Channel Spend & Performance
- Customer Support Flow
- Analytics & Reporting
- Team Building & Mentorship

Platform | Vendor | Marketing Channel

- Shopify
- Amazon
- Asana
- Google Analytics | GA4
- Quantum Metric
- Google Looker
- Braintree | PayPal | Klarna | Reach
- TransPerfect | Smartling
- SAP | NetSuite
- Excel | Office
- Meta | Instagram | YouTube
- Bing
- AdWords
- Snapchat | TikTok
- Direct to Publisher
- Influencers | Podcasts
- OOH
- Sports Partnerships
- Klaviyo | Mailchimp
- Sprout | Hootsuite
- YotPo
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