

ROGER KULAK

APPAREL DEVELOPMENT & DESIGN | STRATEGIC LEADER | DELIVERED

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EXECUTIVE SUMMARY

Accomplished and innovative Product Development & Design Executive with 35 years of unique, hands-on mastery across the entire product lifecycle—from the design table to global retail launch. Proven expertise in driving massive revenue generation, including orchestrating growth from \$0 to over \$30M+ with current ventures & contributing to major corporate milestones such as Oxford Industries' first \$1 Billion revenue year, launch of the Mossimo brand at Target, & Unionbay's first \$1 Million single program sale. My expertise spans all facets: apparel design, technical design, packaging design, global sourcing, and P&L management.

CORE COMPETENCIES

- Executive Leadership • Strategic Planning • P&L Management • Global Sourcing • Product Lifecycle Management (PLM)
- Vendor Relations • Innovation & Trend Analysis • Brand Strategy • Account Acquisition

PROFESSIONAL EXPERIENCE

MS Apparel / Global Action Group | PD&D Director | 2018 – Present

- Scalability: Orchestrated strategy driving 6-year revenue growth from \$0 to \$30M+ via global brand launches.
- Account Acquisition: Captured national accounts (TJX, Ross, JCPenney) by identifying high-growth categories.
- Licensing: Managed high-value licenses for Eddie Bauer, Nautica, Ford, PepsiCo, and The Rolling Stones.

MOR Brands / LAD Global | PD&D Director | 2015 – 2018

- Growth: Accelerated sales to \$5M in 3 years through the development of mineral-infused antimicrobial scrubs.
- Operations: Optimized margins & delivery by implementing cost-saving initiatives & managing all technical specs.

GAP, Inc. | Designer (Apparel, Tech & Packaging) | 2011 – 2015

- Global Strategy: Directed transition to unified product strategy utilizing PLM to standardize global development.
- Supply Chain: Enhanced quality and reduced lead times by optimizing technical design and premium fit standards.

Simplyshe, Inc. | PD&D Director | 2008 – 2011

- Retail Expansion: Scaled \$50M business by expanding partnerships with Walmart Global, Target, and Petco.
- Infrastructure: Standardized operations via T&A calendars and packaging specs that improved efficiency.

CAREER AFFILIATIONS & MAJOR ACHIEVEMENTS

Key roles and contributions to major corporate milestones:

- Oxford Industries: Instrumental figure on the team that achieved Oxford's first \$1 Billion revenue year.
- Target: Core team member for the launch of the Mossimo brand through a landmark \$1B licensing agreement.
- Unionbay: Designed the product line that achieved the company's first-ever \$1 Million dollar sales record.
- Additional Affiliations: - Mervyns (Apparel & Tech Design Manager) - Trends International (Head Designer)
- M. Fine & Sons (Senior Designer) - Macys (Assistant Designer)

TECHNICAL SKILLS & TOOLS

- Apparel & Technical Design: Men's/Women's/Kids, Home, Outdoor, Pet, Specs, Construction, Flat Sketching, Fitting.
- Package Design & Software: Production Mechanicals, Centric PLM, Web PDM, Illustrator, Photoshop, Excel.

EDUCATION

Columbia College | BA - Business Administration (Minor - Merchandising) | Columbia, MO
Fashion Institute of Technology (FIT) | AAS - Apparel Design | New York, NY