

# **Jody Weintraub — President JJWRETAIL LLC**

Jody Weintraub, an accomplished retail merchant and operator with cross-category merchandising, planning and end-to-end product development leadership experience, brings a notable track record of building brands, revitalizing businesses and fueling Omni channel growth in the domestic and private branded markets. Throughout Jody's executive career, she has earned a distinctive reputation as a Women's RTW expert and for developing high-performing organizations, building differentiated product assortments, sharpening strategic clarity and improving financial intelligence. These strengths, coupled with Jody's ability to mine the business details to unlock opportunities and develop tactical cross-functional plans to deliver objectives, have enabled her to achieve tremendous commercial success.

In Jody's current role as President of JJWRETAIL LLC she is working with manufactures to develop brand positioning, pricing models and product opportunities to maximize sales and profit.

In Jody's prior role as Senior Vice President of Private Brand Planning at Macy's Merchandising Group, she worked with the Executive Team to drive the cross-channel growth strategy for the business with a 27 key private brand portfolio across all merchandise divisions: Women's and Men's Apparel and Accessories, Jewelry, Intimate Apparel, Shoes, Children's and Home. Over the past several years, Jody's leadership contributions in strengthening the organization's strategic forecasting capabilities, optimizing product assortments and deepening customer and business insights have helped to fuel private brand growth.

Prior to leading Private Brand Planning, Jody served as Group Vice President and Head Merchant of the Women's RTW Business at Macy's Merchandising Group. In this capacity, Jody spearheaded merchandising, pricing and marketing strategies in the domestic branded market to build a competitive advantage. Through her close partnerships with the vendor community, market influence and strong negotiation skills, she built a highly differentiated product mix for Macy's with exclusive collections and pricing and first-to-market brands. Jody also spearheaded the sales, marketing and launch strategy for the Ralph by Ralph Lauren brand at the Jones Apparel Group, where she delivered \$450M in first-year revenue with a 450-store market introduction.

Earlier in her career, Jody served as Vice President of Product Development and Merchandising and Divisional Merchandise Manager at Macy's and May Company Merchandising Groups. In these roles, she developed strong vertical manufacturing capabilities and led end-to-end product development efforts, with overseas sourcing in Asia and Europe, for the launch and growth of private brands within multiple product categories across the Women's RTW, Swimwear, Junior's, Jewelry and Accessories businesses. Jody began her career in Macy's New York's Executive Training Program and progressed to Senior Assistant Buyer for Gold Jewelry and Watches prior to joining May Merchandising Group.

Jody joined Delivering Good in 2008 (prior name Fashion Delivers). In 2016, she was appointed to the CARS advisory board UNC Greensboro supporting the enrichment of students entering the retail industry.

Jody earned her Master's in Business Administration from the University of Maryland and graduated with a Bachelor of Arts degree from Bryn Mawr College.