

**Danielle Anderson**

**Co-Founder**

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SMALL BUSINESS STRATEGY  
*consulting*  
NEW ENGLAND



## About

Danielle comes from a background in retail management and operations. Danielle knows customer service, people, and the business management processes necessary to efficiently and securely run consumer facing business. Danielle has built high-end brands, opened numerous retail stores, trained personnel, and worked in the payments industry, making her an expert in payments and point-of-sale systems. Her experience doesn't end here, every business needs good customer service and good internal processes. Danielle can teach your customer-facing staff how to efficiently service and make their interaction with your company a pleasant experience.

## Focus Areas

- Customer service
- Direct Sales
- Point-of-Sale/retail management software
- Loss Prevention
- Visual Merchandising

## Most Recent Work History

### **Swipe for a Cause, Business Development Manager/Account Executive 2014-2017**

Led sales team through rapid company growth. Created, trained, and managed customer service processes. Maintained customer retention above 90% compared to industry average of 75%-85%. Developed strategic partnerships with community organizations. Positioned company to be recognized and awarded for its philanthropic work and industry excellence.

## Work History

### Theory Theory Retail

Managed the Wrentham, MA store while simultaneously opening the Leesburg, VA, Orlando, FL, Las Vegas, NV, Cabazon, CA, and Chicago, IL stores. Coordinated staffing, merchandising, inventory and IT installations with staff and management. Created succession and development plan for top talents, clientele exercises, merchandising guidelines, and inventory control guidelines. Implemented and coached store managers with visual design and merchandising guidelines that communicated company message. Trained, developed and retained associates to consistently provide promotable people. Strategically planned store sales and ensured profitability while controlling cost. Developed and implemented marketing and business strategies which successfully attracted new client base.



### Versace

Managed inventory process and inventory control. Monitored store standard operations, loss prevention, and brand integrity. Hosted networking events with neighboring high-end businesses and celebrity clientele. Coordinated VIP fashion shows and events for local and international clientele base. Implemented corporate procedures to provide positive numbers while dramatically controlling inventory loss.



### Fresh LLC

Accountable for the daily operations of a \$2M, privately-owned, Newbury Street store. Developed action and succession plan for recruiting and on-boarding program with new employees (retained and promoted within store). Enhanced store image by creating and implementing innovative floor visuals. Controlled cost and improved business profitability through establishing processes and procedures for financials and loss prevention. During tenure, the company expanded into various locations using the Newbury St. store as its model and was purchased by LVMH.