



Divisional Merchandise Manager- Women's Merchandise

Recruitment Profile

www.orvis.com

THE FOREST GROUP

6181 CLARK MOUNTAIN ROAD

LOTUS, CA 95651

530.344.0100

www.theforestgroup.com

“My generation has honored his assertion with a hiring doctrine to ensure our longevity: it vows ‘never fill a position with someone less able than the one who vacated it.’ We may be over 150 years old, but we know we have to prove our added value each and every day.” –Perk Perkins, Orvis CEO

THE ORVIS STORY

In 1856, Charles F. Orvis founded the Orvis Company in Manchester, Vermont, offering superior fly-fishing equipment, and priding himself on customer satisfaction and service. Today, Orvis is the trusted source for the discovery of adventure and the wonder in the natural world. For more than a century and a half we have loved the wild, explored it, and protected it. At our core, we are a fly-fishing and wingshooting brand, inspired by nature, driven by curiosity, and fulfilled by adventure. We are the world leader in fly fishing, but our passion for nature and the outdoors fully extend to our offerings in a wide assortment of men’s and women’s sportswear, fine gifts and home furnishings, luggage, and travel accessories. We are an industry leader in dog beds and innovative dog products. Our culture of “We Love Dogs” inspires us to be a central source of education and information for all dog lovers. We offer fine shotguns, gear, and technical apparel for wingshooting and sporting clays, and Orvis sporting services also include fishing and shooting schools, an international sporting and eco-travel agency, the Orvis-endorsed network of lodges, outfitters, and guides, and Orvis-endorsed hunting dog trainers and breeders. Each product and the services we offer is rooted in our heritage, inspired by our love of the wild, and backed by superior customer service and a 100% guarantee of satisfaction.

ORVIS- AN OVERVIEW

Privately owned by the Perkins family since 1965, Orvis is headquartered in beautiful Southwestern Vermont with major operations in Roanoke, Virginia and the United Kingdom. Today Orvis is an international, multi-channel retailer with approximately 1,700 employees. Our award-winning website, orvis.com, offers more than 5,000 products with 32 million visits/year. The company mails more than 44 catalog editions each year with a total annual circulation in excess of 45 million. As of 2017, Orvis has 69 retail stores and 10 outlets in the US, and 18 retail stores in the UK. Our wholesale division services more than 500 independent dealers worldwide. The Orvis blog (orvis.com/news/) offers a wide variety of editorial and educational content to more than 2.5 million visitors per year, with extensive articles and videos about fly fishing, wingshooting, dogs, conservation, and more. Our Learning Center (howtoflyfish.orvis.com) provides the most comprehensive collection of online videos and resources devoted to teaching the world how to fly fish.

THE WORKPLACE BRAND-SUSTAINING A CULTURE

At Orvis, we firmly believe in a company culture that is supportive and inspiring to the individual. It is inherent that Orvis create a workplace atmosphere that allows all of our employees to reach their maximum success within the company. To this end, we have crafted our core values in two columns; “Must Haves” and “Pathways to Excellence”. Orvis strives to have a work place where associates will come to work every day being fully engaged in helping the company meet its goal of exceptional customer service while producing profits necessary to be successful long-term.

ORVIS CORE VALUES:

The Customer is Always Right

“The customer is always right, even when you know they are wrong,” is a phrase that was coined by our chairman Leigh Perkins early in his stewardship of Orvis. Respect for the customer is paramount. Our goal is to always exceed the customer’s expectations. We empower our associates to do everything possible to surprise and delight our customers with personal and friendly service. The same commitment to exceeding customer’s expectations is also expected when dealing with internal customers, other departments, coworkers, and additional Orvis locations.

Pride of Ownership

At Orvis, we do not sell what we would not be proud to own or give as a gift. Every employee deserves to be proud of Orvis services and products, and at Orvis we rely on each and every associate to apply their “pride of ownership” credo to drive quality. “Good enough” is not the Orvis standard. The team strives for perfection in our products and customer service, in order to propel our growth and the pride that will fuel our team.

Integrity and Mutual Respect

We take pride in integrity. There is no tolerance for deception, or lack of honest assessment. In many cases, it is the bad news that is more important to understand than the good news in order to sustain continued improvement. This has always been the foundation for success at Orvis. Credibility is the most important asset one has. With credibility comes respect and as a company, we believe that every associate, customer, vendor, and candidate deserves to be treated with respect at all times. The principle of mutual respect has been a long-standing core value at Orvis and one that must be exemplified at all levels of the company.

Performance

Orvis values the self-esteem that comes from performing well and contributing to a common goal. We believe that every team member wants to do a good job. Defining what a “good job” means at Orvis and how that is measured is the key to strong performance and the gratification that comes from it. “What gets measured gets done.” All associates deserve and should have strategic goals which define a “good job” and how it is measured. These goals empower continual improvement in the Orvis business and drive the business within each specific area of influence toward stated goals.

Giving Back- Achieving a Higher Purpose

We believe there is a higher purpose than just winning the fight in business. It is to leave the world, especially the parts to which livelihoods are owed, a better place. At Orvis, we do this in many ways- such as joining together to volunteer for civic causes that support local institutions in the communities. But the most dedicated effort goes to protecting nature and the natural resources that inspire Orvis customers and their ability to spend time in the outdoors. In the words of Orvis' CEO Perk Perkins, "If we are to benefit from the use of our natural resources, we must be willing to act to preserve them."

ORVIS PATHWAYS TO EXCELLENCE:

Propel the Orvis Brand

The strength of the Orvis brand and heritage that differentiates us gives us significant advantages in the marketplace. One hundred and sixty-one years of passion for this life, an innate curiosity, and the expertise to which it has led is a priceless commodity that makes Orvis unique. What makes the brand strong is conveying its message in a single voice, through a carefully chosen set of words and images. There are endless opportunities to reinforce this message and those who do it successfully will thrive. One does not need to know how to fish or hunt to be successful at Orvis. It is far more important to understand the brand, our passion for the natural world, and our desire to share that passion with our customer.

Implement Your Ideas: The IFB

Team members are encouraged to propose ideas to improve processes, procedures, and products. There is a prescribed pathway for getting good ideas implemented and everyone is encouraged to bring forth ideas they are willing to pursue and commit to. At Orvis, we seek IFBs ("I Firmly Believe"). An IFB is a well-thought-out proposal that defines the purpose, risk, and reward of implementing a new idea. For example, "I Firmly Believe that if we do X, we can reduce our shipping cost per unit by Y." Associates who effectively articulate and champion IFBs are highly regarded for their active participation in advancing the company, even if the IFB falls short of its goal.

Take Ownership

Those most successful are self-managed: responsible, dependable, and accountable for their actions. We do not wait to be asked to do something. We realize we are trusted to do our jobs well and our best team members are people who are open, honest, down-to-earth, and work to help each and every worker succeed. Advancement comes more readily to those who take on responsibility, initiate improvements, and make decisions.

Be Customer-Centric

If you think like the customer and consider everything Orvis does as if you were the customer, your ideas and suggestions will make the greatest contribution. It's surprising how rare this approach is when it seems so basic. Those who find it natural to "be the customer" do well at Orvis.

THE ORVIS COMMITMENT: PROTECTING NATURE

Orvis donates 5% of pretax profits every year to protecting nature, supporting communities, and advancing canine health and well-being. With a unique matching grant program, Orvis and its customers have raised and donated more than \$20 million to protecting nature over the past 28 years.

The Orvis family, both associates and customers, love the outdoors and the natural world. It not only sustains them but inspires them to protect it. Without flourishing wildlife habitat, wilderness forever wild, and living rivers and oceans to sustain all of us, the very existence of valued outdoor experiences is threatened. We dedicate ourselves to personal responsibility in our own lives, and our collective efforts to the restoration, enhancement, and ultimately the long-term protection of these last great wild places.

THE OPPORTUNITY: DMM WOMEN'S

We are seeking a DMM for our Women's division who understands how to inspire women to connect with the adventure and wonder of the natural world. Your interest in enhancing the current product line as well as creating new product must go beyond passion. You must be committed to creating innovative products true to the spirit of Orvis and be truly excited about the continued growth, reach, and impact of the Orvis brand.

Orvis has spent the last four years focused on bringing the Women's category to its rightful place within the brand with offerings that more closely reflect, and are inspired by the true wonder of nature which lies at the very heart of the Orvis brand. The DMM Women's will continue and enhance this effort of creating exceptional products and service which inspire Orvis patrons in their pursuit of a life well lived. In doing this, the DMM will ensure future alignment, success, and products of the highest quality that will exceed Orvis customer's expectations. We cannot emphasize enough our commitment to an authentic product line grounded in the outdoors that resonates with Orvis core customers. This is an ever-evolving discourse and we seek a visionary leader who can continually create function and fashion without compromise of character and identity. Product focus, innovation, and vision along with strong leadership will not only transcend the women's category, but add value to and strengthen the greater Orvis brand and impact.

Intellectual curiosity is a hallmark of Orvis customers and we expect the same of this DMM. You must be comfortable being both a contributor and a team leader. You must be a strong leader with a proven ability to co-create a strategic vision, business plans, and execute against those plans successfully. It is inherent you bring forth an in-depth knowledge of the marketplace and the competitive dynamics, have experience managing timelines and budgets, and work seamlessly with the product team as well as other senior staff members. This is an incredible opportunity for a creative, well-organized, team-oriented innovator who is energized by change, new ideas, and challenges with the ability to lead through the power of well-articulated ideas.

The current team is a passionate, curious, fun, caring, and inviting group. They take pride in Orvis world-class service and products, treating customers, vendor partners, and each other with integrity and mutual respect. Orvis employees work in a supportive, team-oriented environment, focusing on performance, continuous improvement, and exceeding our customers' expectations. The Orvis Company and our associates are committed to giving back to their communities, protecting nature, and connecting our customers with the world around them to attain a more meaningful life.

Position Interfaces:

The DMM Women's will report directly to the VP-GMM, located in Sunderland, Vermont. This individual will lead the Women's Merchandising team, currently inclusive of merchants, product developers, analyst, merchandising assistants, and merchandising operational support. In addition, the DMM Women's will coordinate with functions that support the Women's category in Planning, Marketing, Creative, Operations, Sales, Sourcing, etc.

Accountabilities:

This is a key leadership position in the merchandising division, overseeing all aspects of the Women's business. The DMM will be responsible for ensuring that the Women's division supports the company direction and develops women's product and brand strategies to support those goals. The DMM is accountable for category sales and gross profit generation (IMU, pricing, promotion planning) to meet company requirements. In addition, this leader will help to foster an environment that promotes personal development of merchants/product developers and their businesses. In leading by example, this individual will cultivate high morale amongst the entire merchandise team through mutual respect, integrity, and transparency. The responsibilities for this role also include:

- Using consumer insight in leading the strategy and merchandise direction for the Women's division;
- Partner with other merchandising leaders to develop consistency in messaging, brand presentation, and best practices in product/ merchandising strategies and processes;
- Guide and inspire presentation of category products in all channels of distribution;
- Be the champion within the company for Women's, necessitating confidence building communication and business skills;
- Inspire the merchandising team in developing seasonal assortments that support the needs of the customer and the financial objectives of the merchandise division;
- Ensure that pricing, promotional strategies, and marketing support the financial objectives of the Women's merchandise division;
- Work with the planning organization to develop merchandise plans that support overall strategy of in-stock positioning for key merchandise categories, classifications, items and vendors; and
- Understand competitors' strengths, weaknesses and strategy to ensure Orvis remains relevant in the marketplace.

Skill Set Desired:

- Philosophical alignment with company core values.
- Ability to effectively build relationships with other functional areas in the organization.
- Ability to lead and develop a team of highly skilled merchandising professionals.
- Ability to stay ahead of trends and adapt to new and changing strategies in the women's marketplace.

Qualifications:

- Prior DMM experience with a minimum of 7-10 years of P&L management/buying experience in a multi-channel retail organization.
- Proven leadership in people and team management, with 7+ years of experience.
- Strong experience in managing projects, including complex and cross-functional projects.
- Proven mastery of women's fashion and an understanding of the technical aspects of apparel construction.
- Orvis offers competitive compensation commensurate with scope of responsibilities and experience required; plus, a comprehensive benefits package including medical/dental/vision coverage, life insurance, 401K with a company match, generous Associate Discounts, and other excellent benefits.

For additional information, please contact Adam Forest, Mary Maliff, or Deb Mason at:
The Forest Group 6181 Clark Mountain Road Lotus, CA 95651
(530) 344-0100 ph. (530) 344-0104 fax
adam@theforestgroup.com / mary@theforestgroup.com / deb@theforestgroup.com
All inquiries will be held in strict confidence. The Forest Group works only with equal opportunity employers.