



HEAD OF VM & WD

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Barcelona (SPAIN)

“... I am neither a genius, nor a visionary, nor a know-it-all...”

My strength stems from the passion that I feel for my vocation along with my ability to influence, and interweave people's different abilities and skills together to achieve a common goal.

I am a Visual Display expert and hold a degree in Fashion Design.

- More than 22 years' experience in Retail.
- More than 17 years' experience managing teams.
- More than 9 years' experience managing window display creative design teams.

Innovation, learning and quality are my three main focuses while aiming for one clear target: to add value and bring benefits to the company.

I was Manager of the window display design team at DESIGUAL since 2 months ago and I have had the opportunity to live through the expansion process of DESIGUAL and over recent years we have managed to create a distinct DESIGUAL image in our window displays which identifies the brand, adding value to the company and making it stand out from the competition.

I have highly developed skills to assess the efficiency of window displays, whose success or failure is a matter of subjectivity. This information helps us establish targets and allows us to come up with strategies based on learning.

I am a defender of the belief that the fundamental requirement to succeed at anything is enjoyment. Enjoyment guarantees efficiency, boosts effort and lifts energy levels.

To get ahead these days we need teams that are capable of thriving in unexpected and unknown environments; teams that won't give up or give into frustration; teams that work together dynamically, enthusiastically and creatively.

The complexity of the times in which we live, means we have to keep going faster and faster. Time no longer seems to be an asset, but rather a liability.

As a twenty-first century manager, I have the ability to create and re-invent; to let go of deadwood and break pointless routines. I offer new solutions, new approaches to work, new ways of communicating with the customer.

Montse Ortega



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*Personal Profile

- Experienced, passionate and energetic WD & VM manager with more than 20 years of experience in Fashion Retail.
- Highly creative, with the ability to drive brands forward through innovative visual schemes and concepts.
- Possessing a proven ability to make a strong impact with visual displays & merchandising.
- Excellent inter-personal, communication and negotiation skills.
- Ability to influence and interweave people's different abilities and skills together to achieve a common goal: add value and bring benefits to the company.
- Results-driven, logical and methodical approach to achieving tasks and objectives.
- Good strategic appreciation and vision; able to build and implement sophisticated plans.

*Relevant Skills & Achievements

✓ Art Directing

I've created from scratch, a distinct DESIGUAL visual displays image which identifies the brand, adding value to the company and making it stand out from the competition.

Creation of innovative interactive displays that increase flagships footfall with more than 10%, increasing the opportunities of sales and profit.

✓ Creating, designing and developing

I've created and launched an innovative diversified design strategy, adapted to the specific needs of all different sales channels, ensuring maximum results with minimum expenditure and efforts.

✓ Processes and procedures

Definition and development from scratch, of visual display standards training programs and guidelines.

Creation of a VM & WD digital platform, that ensures an optimum level of customer service for the Wholesale, Franchise and Department store channels.

✓ Analyzing and investigating, using new systems and tools

Development of an innovative system of measuring the effectiveness of window displays. Creation of a new KPI (duration & number of sights). It helped us to establish targets and allows to come up with strategies based on learning.

✓ Budgeting & Scheduling

Consistently meeting deadlines with projects or duties scheduled by the WD Area (Design planning, assembly & communication planning, product planning, sale planning, etc...)

Maintaining a budget and negotiating with suppliers of visual materials, making savings in the last year of 8% of our budget.

I have the responsibility of creating a clear arrangement and alignment of all corporate strategic objectives.

✓ Teambuilding

Selection, creation and training of the Design & implementation team.

Most of them selected from our store teams, and living the expansion process of the company. This ensures the promotion of intern talent and the adhesion with the company.



Deigual® 2006 - 2016

2012-2016 Head WD Design Team

Reports to Thomas Meyer (founder) & the Direction Committee regarding design & Concept.

5 persons team (3 designers, 1 merchandiser, 1 purchase person)

Responsible for the design of any decorative support of the Company. 450 POS, Omni Channel Company, conventions, trade shows and all type of special events.

Cost control & work against VM, Windows & special events budget.

Source, design & develop new elements such as lighting, props accessories, fixtures & mannequins.

Define, design a creative VM & WD strategy, with alignment with cross functional departments (marketing, merchandising, planning, design, store planning)

Identify key messages and set a clear image of the end result.

Act in alignment to the organization's culture, products, image and target market.

Define & develop schedules and processes (Design process & planning, assembly & communication planning)

Overseeing the production of the chosen design, checking the quality and making sure the project is completed to schedule.

Define, develop and implement standards assembly of window displays, as well as the installation guides for all.

Brief WD team and staff on arranging displays.

2006-2012 Head of WD

50 people team, distributed in Design & Concept, Purchase and Implementation.

WD Design & International WD Teams management & Training.

Creation of the WD department from scratch (standards, guidelines, Design & implementation team).

Monitor & evaluate the results of the Department.

Define, develop & implement schedules and processes (Design process & planning, assembly & communication planning, product planning sale planning etc)



CUSTO BARCELONA 2004 - 2006

USA RETAIL MANAGER

Coordinate, lead and manage the daily transaction of the USA store network (10 POS & 70 persons team)

Responsible for the sales results; deciding the corrective actions required if needed.

Ensuring the compliance with the sales budget.

Collaboration with the season sales planning, analyzing and proposing corrective actions to meet the objectives.

Define & develop schedules and processes (Design, process & planning, assembly & communication planning)

Overseeing the production of the chosen design, checking the quality and making sure the project is completed to schedule.

1999-2004 Windows Operations Manager

110 people team, distributed in Windows Area Managers and Window Displayers (more than 500 POS).

Create an overall strategy by collaborating with corporate leadership in creative direction for store interiors, mannequin styling and seasonal campaigns.

Manage all window displays initiatives to ensure adherence to MANGO's visual strategy and creative direction while supporting financial objectives.

Lead and define priorities in managing the field Window Dressers team, ensuring that all windows sets, updates, special launches and seasonal design implementations are executed correctly.

Oversee all visual communications with a specific focus on content and feasibility to the field.

Train and develop Regional WD Managers on leadership skills and best practices.

Manage supply, operational, and expense budgets to identify discrepancies and areas for improvement.

1995-1998 Franchise Area Manager

Ensures that franchisees receive the HQ message regarding business strategy, promotions and products (20 POS).

Offers support to franchisees, ensuring compliance with policies, procedures and standards of the company in all outlets (VM & WD standards)

Touring the sales floor regularly, talking to franchisees and customers and identifying or resolving urgent issues.

Giving support in the process of new store openings and working with the departments involved.

1993-1994 Free Lance Window Dresser

Assemble & set up displays, in store & storefronts spaces following the HQ guidelines.

Traveling to various locations of the same chain around Catalonia to set up the displays.

Consult with store managers, sales associates, determine appropriate placement of displays or products.

*Languages

✓ Spanish: Native

✓ English: Fluent

✓ French: Bilingual

✓ Catalán: Native

*Education & Others*Taught masterclass of VM & WD 2013-2014

IDEP Escuela superior de Imagen y Diseño (Barcelona)

www.idep.com

*Attended courses conducted by ESADE:

www.esade.edu

Conflict Management

Team Leadership Marketing

*ACADEMIC EDUCATION

1989-1993 Escuela de Artes y Técnicas de la Moda
Bachelor of Art with Honors (Degree of Fashion Design)
(Barcelona)

1985-1988 Lycée Jean Lurçat

Baccalauréat Philosophie / Histoire de l'Art (Mention Bien)
(Perpignan)

*Recognitions & AwardsWinner of 2007 Premios Top 10 Barcelona

Issuer: cámara de comercio de Barcelona

http://elpais.com/diario/2007/03/29/catalunya/1175130449_850215.html

Winner of 2011 Excellence in New York VM & Design Award

<http://vmsd.com/content/hottest-mannequin-trends-2012>