

Linda Gensheimer

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Senior Vice President, Marketing

Senior marketing executive with special expertise in electronic retail, direct-response marketing, collectibles and brand development. Starting from scratch, created highly successful collectibles business for Shopping Network Channel (SNC). Set up successful direct-response consulting firm that serves nationally-known clients including SNC, Collectibles Foundry and American Coin. Passionate interest in merchandising and direct marketing of collectibles (Certified Master Doll Maker by Doll Artisan Guild).

Areas of Expertise

Electronic Retailing • Direct Mail/Direct email • Internet Advertising • Product and Brand Development
Copywriting and Creative Management • Strategic Planning • Brand Positioning • Licensing
Catalog Merchandising • Integrated Marketing Campaigns • Product Roll-Out Strategies
Corporate Strategy • Investor Relations • Profit and Loss Accountability

Professional Experience

LINDA GENSHEIMER DIRECT MARKETING, Hartsdale, NY 2005–Present
Full service direct response marketing and consulting firm

President and Owner

Specializes in collectibles, gifts and accessories, home décor, jewelry, tabletop, health and beauty and consumer electronics. Recent projects include campaigns for real estate, electronic retailing and collectible coins.

- Landed new client for Private Mint—joint venture between Discovery Channel and Barry McIntyre, famous explorer—sold over \$18 million in coins and artifacts recovered from sunken pirate ship. Negotiated licenses and set up direct-marketing and SNC campaigns.
- Published book on electronic retailing *Selling Your Product on SNC or SNH*.
- Developed \$2 million retail business for Electric Trains Association: sold exquisitely detailed replicas of railroad cars made during 1920s–1940s.

Shopping Network Channel (SNC), Fort Lauderdale, FL 1998–2005
World's largest electronic retailer

Vice President, Collectibles

Championed creation of new collectibles category, by persuading top management and prospective merchandisers.

- Grew sales of SNC collectibles from zero to \$125 million over first five years. Landed new vendors and categories that rounded out product offerings.
- In 1999, discovered and nurtured new account, Deco Art Glass. Over 10-year period, grew Deco-SNC sales to more than \$10 million per year. Win-win result: In addition to SNC success, Deco doubled annual sales by adding home-shopping business to its existing retail operation.

- Developed several other shows for QVC including Mt. St. Helen's Art Glass, Train Collector's Junction, Breyer Horses, The Countess Collection of Bohemian Art Glass and Porcelain and Oriental Treasures.

NORTH PARK STUDIOS, LLC, Oak Park, IL

1996–1998

Direct response doll company

President and Co-Founder

Limited Partnership formed to develop licensing agreement with Lenox Collection. Created and marketed porcelain collector dolls under Lenox brand.

- Prepared highly-detailed business plan and Confidential Private Placement Memorandum that successfully generated \$2 million in start-up venture capital.
- Directed all creative activities: conceptualized and developed product offerings. Commissioned artists, designers, sculptors and costumers.
- Led marketing and advertising development. Coordinated art direction, copywriting, photography, printing, ad placement and mailing.
- Secured reliable overseas vendors. Managed sourcing process and quality assurance from product prototype through first piece sample, production, and shipment to customers.

COLLECTIBLES FOUNDRY, Denver, CO

1988–1996

Premier direct response collectibles company

Senior Marketing Director

Held series of high-level positions including Concept Director, Marketing Director and Senior Copywriter.

- Established new division, Collectibles Foundry Heirloom Dolls, which grew from zero to \$50 million sales in first year. Wrote business plan, established product development protocols. Negotiated with Asian vendors to meet pricing, quality and delivery objectives.
- Reorganized \$60 million Jewelry Division to identify most profitable price points and product forms. Increased profitability and expanded house list of jewelry buyers by creatively using media advertising; transformed jewelry into new names generator for The Franklin Mint.
- Transformed The Collectibles Foundry Christmas Catalog from prestigious but unprofitable business into moneymaking book that made higher profit on fewer sales. Analyzed order history and eliminated unprofitable product categories and unresponsive list segments. Reorganized forecasting procedures to serve customers using less inventory and high minimum buys.
- Negotiated licensing agreements with internationally acclaimed fashion designers including Givenchy, Oscar de la Renta and Gloria Vanderbilt. Procured sponsorships from prestigious museums such as the Louvre and El Prado.

Education

BFA, Fashion Institute of Technology, New York, NY