

Dixon Bartlett

Career Summary:

A home furnishings veteran who has worked in diverse critical management positions that universally required innovation, initiative, team building, creativity, honest communication, and full P&L responsibility. Well recognized and regarded in the home furnishings industry as a highly ethical and talented executive whose opinions and observations are regularly sought by industry publications and peers.

Partner, HB2 Resources, Atlanta GA, Jan'07 - Present

- Established HB2 with two partners to investigate investment opportunities within the home furnishings industry, and to provide consultancy services to organizations looking for change management. Specializing in the creative and strategic alignment of sales, merchandising and marketing functions, HB2 has been engaged by clients like Jaclyn Smith Home, Hickory Hill Furniture Co., The Atlanta History Center, Domain Home Fashions, Bassett Mirror Company, and Norwalk Furniture.

SR VP Merchandising & Marketing, Storehouse, Atlanta GA, July '02- Oct '06

- Launched and grew mail order catalog of 100 pages, mailed to 1.2 million customers six times a year, supporting retail sales of \$145M, 800# sales of \$3M, and web sales of \$4M.
- Launched and grew transactional web site with 8000 daily three minute visitors, and initiated six targeted emails a month.
- Orchestrated the consolidation of Storehouse with the eighteen-store chain, Home Elements.
- Created multi-million dollar textile business inclusive of drapery, top of bed, and decorative pillows
- Established color committee, and color themed seasonal direction for merchandising, visual, and marketing team.
- Set up and ran small package warehouse for customer direct shipments and automated store replenishment for a five fold increase in accessory business.
- Designed, bid, built, and merchandised over 35 stores while at Storehouse, and provided facilities maintenance for all stores in chain.

VP Merchandising, Storehouse, Atlanta GA, Oct '00- July '02

- Assessed and envisioned new strategy for revitalizing the thirty year old Storehouse brand, and established a culture of caring that gave direction and energy to that process for Storehouse associates, customers, and vendors.

- Rationalized merchandise categories and established coordinated partnerships and planning schedule with previously independent merchandising, marketing, visual, IT, and logistics teams.
- Established seasonal merchandising and visual themes.
- Established vendor guidelines and expectations, and expanded global sourcing.
- Established new advertising direction for marketing team, and set up public relation initiatives.

VP Merchandising, This End Up, Richmond VA. 1994- Oct 2000

- Responsible for the building and integration of a large team of talented and creative people with multiple overlapping and discrete responsibilities; and for setting the overall tone, style direction, and customer focus for buyers and product developers.
- Developed merchandising, marketing, and information services teams to provide critical management data for inventory control, production forecasting, product purchasing, vendor projections, as well as sales, productivity, margin, discounting, and turn reporting.
- Supervised visual merchandising, and store planning teams. Provided facilities support for 150 existing stores and thrice yearly remerchandising.
- Managed 65,000 sq ft. small package fulfillment center
- Established mail order catalog: sixty-four pages, mailed four times a year.
- Extensive travel through Europe, South America, and Asia for product development

VP New Ventures, This End Up, Richmond VA. 1991-1993

- Investigated strategies for expanding This End Up's product line beyond its classic "crate style" furniture. Developed new product line, and opened five test stores.
 - Led the team that initiated and developed the Woods End line to \$175M annual sales
 - Tested and developed window treatment business - \$12M annual sales
 - Launched fully upholstered line- \$19M annual sales
 - Developed Mission, Rattan, Creative, and Tuscan collections

Regional Sales Manager, This End Up, Richmond VA, 1986-1990

- Responsibility for the management of all Northeastern stores. Built the region to 115 stores, with nine district managers and responsibility for 50% of all stores, 63% of company volume, and 78% of corporate gross profit.
- Retained management of the Contract Sales division, which grew to 10 reps, and \$32M in sales.

Contract District Manager, This End Up, Richmond VA, 1978-1985

- Founded contract sales division, as a team of one to solicit sales from institutions and educational clients. Built a team on 7 contract sales reps. and sales volume of \$10M

Education:

University of Virginia, BS Sociology & Anthropology, and Minor Psychology
Darden School of Business Univ. of VA, Executive management degree