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# BRENDA BERGER

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A transformative Chief Executive with a 25-year track record of revitalizing legacy brands into vibrant growing multichannel brands in both domestic and international markets.

Facilitator and builder of world-class management, sales, marketing, production and operations teams. Dynamic and savvy leader accomplished in implementing organization-wide strategies and initiatives that drive revenue and increase brand value.

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## Professional History

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2019 - Present

CEO

*Hanky Panky*

- Successfully transitioned founder-led, creative centric business into a nimble corporate organization driven by data while maintaining an entrepreneurial environment focused on innovation and the consumer.
- Shifted organization from a wholesale/manufacturer model to a consumer-centric model, that prioritizes the growth and development of a direct relationship with the consumer.
- Initiated the first company rebrand in 44 years that included a new logo, visual identity, tone of voice and rebranded packaging. Established a new C-suite position, SVP of Brand and Digital marketing overseeing brand and performance marketing, bringing all creative in-house and ensuring cross-functional collaboration between brand and commercial decisions.
- Revamped the company's technology infrastructure, leading to an increase in the Direct to Consumer (DTC) channel's net revenue share, from 18 percent to 35 percent of total company revenue.
- Professionalized the corporate structure by creating an Executive Management Team (EMT); Refined EMT bonuses structure to align with EBITDA and balanced delivery of both team and individual accountabilities.
- Created and formalized the Board of Directors for the first time in the company's history and added external, independent Board members.
- Formed a diverse, industry-oriented advisory committee to ensure new ideas for innovation, governance and corporate malleability are in constant supply.
- Returned company to growth within three months of hire following three years of declines.
- Increased revenue in 2021 by 31 percent and margin by five percent despite the dramatic distribution and production challenges driven by COVID.
- Modernized production by removing single points of failure to mitigate risk; Added international sourcing for diversification and optimization of the supply chain.
- Developed new product categories, new proprietary laces and established high profile collaborations.
- Moved from company-owned warehousing to third-party logistics (3PL) greatly improving delivery time, reliability and lowering distribution costs.
- Built a People and Culture function to enhance and secure employee engagement, improve morale and provide clarity around company objectives and values. This new role was established in time to support during COVID and for job retention post-COVID.
- Implemented CEO-led monthly town hall forums (both in-person and virtual), further establishing deeper interconnectivity between teams and all employee tiers.
- Established as face and voice of the brand through media availability, speaking engagements and participation in industry events.

2017 - 2019	<p>Country Manager</p> <p><i>Happy Socks North America</i></p> <ul style="list-style-type: none"> <li>• Led the brand's successful transition from licensee to subsidiary model in North America.</li> <li>• Hired and developed sales, marketing, creative, planning, operations and finance teams and implemented entrepreneurial-like company culture.</li> <li>• Reported to global CEO and private equity firm (Palamon); Represented company at monthly board meetings in Sweden.</li> <li>• Responsible for Human Resources (HR), payroll and inventory management of the omnichannel business including six retail stores, U.S. website and over 600 key accounts.</li> <li>• Led product development initiatives exclusive to the US securing incremental revenue of \$3M+.</li> <li>• Off-price channel expansion resulted in monthly reoccurring revenue and helped liquidate global inventory in excess of 1.5 million units, while still preserving the brand equity and positioning in the U.S..</li> <li>• Launched multiple new channels of distribution, including Mid-Tier retailers (Kohls, JC Penney), Museum Retail (Whitney Museum, MoMA) and Specialty Retailers (Barnes &amp; Noble, Men's Warehouse, Guitar Center) resulting in the expansion of brand presence and incremental revenue.</li> </ul>
2016 - 2017	<p>Owner</p> <p><i>Brenda Berger Consulting</i></p> <ul style="list-style-type: none"> <li>• Developed go-to-market strategies for European and American intimate apparel brands.</li> <li>• Represented multiple brands at contemporary apparel trade shows.</li> <li>• Created distribution strategy for Series A round of venture capital.</li> </ul>
2013 - 2016	<p>President &amp; CEO</p> <p><i>Trollbeads</i></p> <ul style="list-style-type: none"> <li>• Hired to revitalize brand by shifting from a wholesale-focused business to a multi-channel company that included retail stores and e-commerce.</li> <li>• Hired and managed entirely new digital, retail and marketing teams to drive a consumer centric focused operation. Oversight of more than 50 employees.</li> <li>• Built a network of seven owned and operated stores. Responsible for initial store design, build-out and location strategies.</li> <li>• Held full P&amp;L responsibility for the entire North American division.</li> <li>• Established a direct- to-consumer business that represented 53 percent of the global business within three years.</li> </ul>
2004 - 2013	<p>Vice President of Sales &amp; Marketing</p> <p><i>Hanky Panky Ltd.</i></p> <ul style="list-style-type: none"> <li>• Created and implemented a sales and re-branding strategy that grew the Hanky Panky business from a domestic \$12 million specialty store brand to an internationally recognized \$50 million daywear brand</li> <li>• Increased retail partnerships, global distributors, e-commerce and new product initiatives, licensing and co-branding.</li> <li>• Hired, developed and managed a team of 40 people, including direct reports, sales agents and international distributors.</li> <li>• Created and executed the concept and go-to-market strategy for multiple successful product launches.</li> <li>• Established a multi-layered off-price business, including key brick and mortar accounts and flash sale websites that contributed revenue and expanded brand awareness.</li> </ul>
2000 - 2004	<p>Vice President North America</p> <p><i>Ghost Limited : UK Women's Ready To Wear</i></p>
1999 - 2000	<p>Sales &amp; Showroom Manager</p> <p><i>David Glazer, Inc.: Multi Line Luxury Brand Showroom</i></p>
1994 - 1996	<p>Sales Director</p> <p><i>Moschino Jeans</i></p>

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## Education

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1996 - 1998	Artist Diploma <i>University of Toronto</i>
1991 - 1993	B.A. in Languages <i>Sarah Lawrence College</i>
1989	French Language Certificate <i>Alliance Française, Paris, France</i>

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## More About Brenda

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### Proudly Canadian

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Despite working in New York for 25 years, I still hold strongly the Canadian ethos that businesses can maintain superior returns without compromising standards across the value chain, including production integrity, Environmental, Social and Governance (ESG), sustainability, stakeholder management and employee relations.

### Family/Community

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I live just outside of Princeton, New Jersey with my husband and three children. I like to travel, do yoga daily and sing with my local community choir.

### French Language and Culture

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My interest in French language and culture began when I worked as an au pair, was further enhanced during my classical vocal studies and has continued during numerous business and personal trips to Paris and beyond.

### Women's and Children's Rights

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I am a parent of an adopted child from Ethiopia and an advocate for children's rights domestically and internationally. Additionally I serve on the Board for *Hearts of Gold*, a New York based non-profit organization that provides housing, education and funding for homeless women and their children.