

DERICK B. TEEKING
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Introduction Derick TeeKing is a partner at Fleming + TeeKing Strategic Advisors LLC. Prior to independent consulting, Derick has held executive retail management positions at Polo Ralph Lauren, Tommy Hilfiger and Reebok as well as senior consulting roles with Price Waterhouse Management Horizons and Scient. His clients have included Nike, Fossil, Tommy Hilfiger, The Wrigley Co., Brooks Brothers, Shanghai Tang, and the Army Air Force Exchange Services. Derick's focus is on marketing and merchandising strategies as well as retail development strategies. Derick holds an M.B.A. from the University of Chicago in Marketing, Finance and Accounting.

Professional Experience **FLEMING + TEEKING STRATEGIC ADVISORS LLC** 2003 – Present
Partner and Co-Founder

Primary responsibilities include the development of strategic initiatives and operational improvement for retailers and branded consumer products companies. Key focus on strategic growth opportunities, strategic development, customer and market segmentation, merchandising optimization, inventory planning, financial due diligence, organizational and operational improvement.

- For *Nike China* developed a merchandising planning process to assist retail partners to achieve greater profitability. Conducted Retail 101 and Open-to-Buy sessions to improve inventory productivity and gross margins/GMROI. Adjusted partner store assortments, resulting in reduced SKU counts and improved profitability. Retained to perform similar engagement with *Nike Russia* and *Nike Turkey*.
- For *Nike U.S. Retail* formulated a retail expansion strategy in collaboration with senior executives. Developed financial pro forma to evaluate potential for increased store roll-out and impact on overall business. Previously assisted in developing a new women's athletic specialty chain in new merchandising and operating strategies for *Nike.com* and *NIKEiD.com*.
- For *Fossil* conducted an operations review of their global retail organization and processes to determine required changes and potential risks to expansion. In addition, developed a new approach to communicating and training store operating procedures, as well as assisted in country/regional prioritization for global retail expansion.
- For *Trollbeads* developed U.S. retail strategy and business plan for roll-out of retail stores in the U.S. Defined merchandising, marketing and operating requirements as well as identified key geographic markets based on competition, aspirational consumers, and other market factors.
- For *Brooks Brothers* assisted executive management in the development of a global expansion strategy for retail and wholesale. Previously evaluated the company's merchandising and planning processes as well as their in-store operations to identify improvement opportunities, including enhanced service standards and in-stock product availability. In addition, assisted merchandising teams in understanding opportunities to enhance existing menswear categories.
- For the *Wrigley Co.* developed a retail experience center in the company's historic downtown Chicago headquarters. Further retained in the coordination of store design, merchandising development and construction management.
- For the *Army Air Force Exchange Services* optimized buyer capabilities, merchandising assortments and pricing strategies. Developed merchandise training approach for merchants aimed at increasing profitability in line with their 5-year strategic and financial plans.
- For *Spiegel* developed two new retail concepts. Assisted in developing the merchandise financials and product assortments to support chain pro forma. Identified store operational strategies including overall service levels and staffing models. Retained to develop merchandise planning and product flow capabilities within the organization.
- For *Qwest Communications* developed new retailing approach to support increased consumer satisfaction as well as a new strategy and retail store options.

- For *Tommy Hilfiger* assisted senior management in a brand repositioning and distribution strategy, including merchandising categories and pricing strategies. Additionally, assisted management in the due diligence for the acquisition of a high-end luxury brand, including developing potential growth scenarios.
- For *Osh Kosh B'gosh* and *Home Depot* evaluated the critical business practices to succeed in the company's transformation from a wholesaler to a vertical specialty apparel retailer. Worked with executives to identify critical success factors, including various store staffing models.
- Retained by private equities and hedge funds to perform due diligence evaluations for potential retail acquisitions and investment candidates, including assessing current strategies and identifying new growth vehicles. Focused analyses on consumer targets, market positioning, merchandise performance, inventory planning, real estate portfolio, and operational / organizational requirements.
- Retained by plaintiffs to serve as expert witness on retailer class action litigations focused on recovering lost economic value to shareholders. Leveraged merchandising analyses and OTB during discovery phase to support hypothesis. Assisted legal teams in understanding of retail principles, concepts, processes, and OTB accounting. Influenced deposition questioning and tactics during depositions. Cases involved *Abercrombie*, *Aeropostale* and *Jos.A.Banks*—all resulting in settlements.

REEBOK INTERNATIONAL, RETAIL DIVISION 2001 - 2003
Senior Director Retail Concept Development

SCIENT, RETAIL PRACTICE 2000 - 2001
Strategist / Director, Global Retail and Consumer Products

GO.COM / DISNEY INTERNET GROUP 1999 - 2000
Director, Business Development

REEBOK INTERNATIONAL, RETAIL DIVISION 1998 - 1999
Director, Global Retail

PRICE WATERHOUSE RETAIL PRACTICE – MANAGEMENT HORIZONS 1995 - 1998
Principal Consultant, Retail Industry Strategic Change Practice

TOMMY HILFIGER RETAIL 1993
Consultant/Merchandise Manager, Tommy Company Stores

POLO RALPH LAUREN RETAIL 1989 - 1993
Merchandise Manager/Buyer, Men's Sportswear and Accessories

Education **UNIVERSITY OF CHICAGO - BOOTH SCHOOL OF BUSINESS** 1995
M.B.A. in Finance, Marketing and Accounting. *Dean's Award of Distinction*

THE UNIVERSITY OF VERMONT 1989
Bachelor of Arts in Economics. *Cum Laude, Dean's List 1985-89*

NEW YORK UNIVERSITY and HARVARD UNIVERSITY GRADUATE SCHOOL OF DESIGN
Programs in graduate studies in Art and Architecture

Countries Worked U.S., England, China / Hong Kong / Macau, Russia, Germany, France, Poland, Argentina, Chile

Interests Running, Fitness, Travel, and Automobiles