

# Jill Fleming

**POSITION** Partner, Fleming + TeeKing Strategic Advisors LLC

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**CREDENTIALS** **Bullock's Department Stores**, Homestore Buyer, Los Angeles, California  
**The May Department Stores Company**, Project Manager, Business Systems Implementation, Los Angeles, California  
**HomeBase**, Manager of Training and Development, Orange County, California  
**Price Waterhouse Management Horizons**, Retail and Consumer Products Practice, Principal Consultant, Orange County, California  
**Evant**, Software Development, Vice President, Product Strategy

BS, Business Administration, Finance San Diego State University, San Diego, California

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**RANGE OF EXPERIENCE** Ms. Fleming has successfully provided strategic and operational advice to senior executives of Retail and Consumer Products companies for over 30 years. Ms. Fleming has held senior positions at Bullock's, May Department Stores, HomeBase, Price Waterhouse Management Horizons and Evant (later acquired by Manhattan & Associates). Her expertise is in identifying opportunities to improve business operations to drive revenue and increase profits. She has deep knowledge of merchandising, merchandise planning, allocation and store operations business processes, as well as retail organizational development and supporting information technology. Clients include: **Pacific Sunwear of California, Boot Barn, Crayola Inc., Nike, Sony Entertainment, Brooks Brothers,** and **Tommy Hilfiger** among others.

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**SELECTED PROFESSIONAL AND BUSINESS EXPERIENCE**

- Assessed competitive and market positioning of a teen apparel retailer and developed a strategy for repositioning and growth*** for the company
- Developed three year strategic plan for a teen retailer*** including product strategies, operational strategies and channel strategies. In addition, developed a detailed three year information technology strategic plan ensuring appropriate infrastructure to meet the strategic objectives of the company
- For a Western and Work Wear apparel and footwear retailer, developed a three year growth and information technology strategy***, in addition, assessed the organizational needs of the company based on the acquisition of a regional competitor
- Conducted a feasibility study for a highly recognized children's consumer products brand to open retail stores***; developed financial assumptions and model to support the business case
- Developed Outlet strategy*** for the specialty apparel retailer, identifying merchandising differentiation strategy and positioning of the channel. In addition, developed Made for Outlet vs. clearance strategy to specifically target the Outlet consumer and enhance profitability of the channel.
- Redesigned the merchandising and marketing processes for a catalogue and on-line entertainment retailer***
- Developed a sourcing strategy for an entertainment retailer*** for the procurement of product in support of entertainment assets