



DANIEL REILLY

ENTREPRENEURIAL | STRATEGY | DESIGN INNOVATION | BRANDING | MARKETING

Over 20 year of experience providing leadership, management, and vision to ensure the business has effective and passionate people, operational controls, and reporting procedures in place that deliver profitable growth. I possess executive-level communication and influencing skills with the ability to resolve issues and build consensus among groups of diverse internal/external stakeholders.

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Raymond, ME



EDUCATION

Master's Degree

Business Administration

F.W. Olin Graduate School of
Business at Babson College

Bachelor's Degree

Industrial Design

Wentworth Institute of
Technology

SKILLS

Business Management
Brand Development
Product Management
Product Design
Packaging
Product Development
Global Sourcing
Quality Management

EXPERIENCE

VICE PRESIDENT PRODUCT AND MARKETING

Strategic Retail Partners, Remote / 2021-2022

SRP provides modern, turnkey retail solutions, from sourcing to direct store delivery, across North America for over 50,000 convenience, grocery, amusement, and travel outlets. SRP provides product solutions, data-driven merchandising, and in-store support across multiple consumer product categories.

- Restructured Product & Marketing teams adding brand management capabilities and outsourcing graphic production.
- Reset product line spec/price tiers across owned and private brands (7-eleven and Circle K) \$11M cost reduction.
- Developed product lifecycle management process, rationalizing 200 UPCs and selling down \$20M of excess inventory.
- Created cross-channel promo strategy and increased promotions (67 to 124) and est. revenue (\$54M to \$92M) from prior year.
- Strengthened foundation by focusing team on core growth through customer penetration across top convenience, grocery, and travel channels projected to capture \$74M revenue in 2023.
- Rebranded the company from SRP companies to Strategic Retail Partners to reflect combined value of legacy acquisitions and position for sale.

VICE PRESIDENT BRAND AND PRODUCT MANAGEMENT

Staples, Massachusetts / 2020 – 2021

Staples is The Worklife Fulfillment Company, helping businesses of all sizes be more productive, connected and inspired — however and wherever they work today. With dedicated account teams, category professionals, innovative brands and a curated product assortment for business, Staples provides customized solutions to help organizations achieve their goals.

- Responsible for a \$4B portfolio of 8k own brand products across diverse lines of business including office supplies, facilities cleaning and safety, shipping and packing, furniture, and technology.

EXPERTISE

P&L Management
Strategic Thinking
Customer Insights
Project Management
Design for Manufacture
Design Thinking
IP Portfolio Mgmt.

EXPERIENCE

Vessel Inc. 2003-2006

Design led startup, grew business to \$8M in sales via gift shops, catalogues, and DTC website eventually exiting with sale to OXO International

Manta Product Development Consulting 1999-2003

Bridged design and engineering teams and focused on marrying technical requirements and customer needs via rapid prototyping

INTERESTS

Modern Design
Fitness/Golf
Home Renovations
Pets [dogs, cats]
Travel

EXPERIENCE Continued

- Delivered +\$132M sales growth, \$14M incremental margin, in 2020.
- Restructured team reducing OPEX by \$2.2M, aligned 40 associates under new reporting structure.

SR. DIRECTOR, BRAND MANAGEMENT & DESIGN

Staples, Massachusetts / 2017-20

- Championed line review process, reduced assortment by 25%, developed 800 new products resulting in \$250M in first year sales.
- Developed and launched 8 new brands including brand strategy and 3-year growth plans and repackaged 5k UPCs
- Integrated Essendant brand portfolio retiring 5 brands and refreshing 4 while absorbing creative responsibility.
- Created a new consumer insights platform to support the development of new innovative products.
- Established 10-year sustainability commitments for own brand products in conjunction with supply chain.

SR. DIRECTOR, DESIGN & INNOVATION

Staples, Massachusetts / 2014-17

- Established the design function by defining roles and stage gate development process tasks enabling coordination with buyers to source, develop, and create new innovative products and services.
- Established creative standards across categories and delivered 3-14% lift in redesigned categories.
- Setup Asia based design team (3FTE) and outsourced to local firms delivering \$1.8M savings over 2 years.
- Led student innovation program, Designed by Students, which achieved 1B impressions and \$6.8M for 2015-16.
- Created and delivered design thinking workshops to +100 associates including Asia based manufacturers.
- Piloted marketplace expansion by selling Staples Brand on Amazon, grew to \$3M.
- Expanded licensing programs to represent \$20M in sales, 10% incremental margin.

SENIOR MANAGER, PRODUCT DEVELOPMENT, SOURCING, QUALITY

Staples, Massachusetts / 2007-14

- Responsible for \$2.0B office supplies category with a staff of 3 direct and 12 indirect reports.
- Led vendor cost negotiations with global supplier delivering \$2-6M savings annually.
- Restructured transit standards for sell-unit and distribution packaging reducing material usage, stocking time, space allocation and labor for fulfillment centers - \$12M in annual cost savings.
- Developed 30 products in partnership with OXO and Smart Design.