

Summary

Virginia Carnesale is a 20 year retail industry veteran and the founder and CEO of Stage, an online marketplace, resource and community designed for women with breast cancer.

A breast cancer survivor herself, Virginia couldn't shake the feeling that there was an opportunity to better serve other patients and their loved ones with the knowledge, sisterhood and style tips that only come from walking this road. So in 2021, she put her ideas into practice and created shopstage.co - a mission driven retailer.

Prior to Stage, Virginia built a successful 20-year career with top retailers and emerging ecommerce startups in the fashion/beauty industry. A well rounded executive, she has led teams to drive double-digit sales growth, brand awareness, customer satisfaction, organizational transformation and operational improvements. Virginia has a passion for product, learning, partnerships and creating exceptional experiences.

In addition to her startup duties, Virginia consults for luxury beauty/fashion brands on go to market strategies, brand marketing, merchandising, creative, budgeting, organizational structures and more.

Experience

Dreamers & Doers®

Executive Member

February 2024 - Present (3 months)

Dreamers & Doers is an award-winning community and PR Hype Machine™ amplifying extraordinary women entrepreneurs, investors, and leaders.

ShopStage Co

Founder and CEO

December 2020 - Present (3 years 5 months)

Santa Barbara, California, United States

Stage is an online marketplace for women with breast cancer. We support her journey to wellness with dignity and style. We are a destination for information, real talk, uplifting stories and treatment/recovery tips, brought to you by women who've been there.

Self-Employed

Consultant (Fashion, Retail, eCommerce)

February 2018 - Present (6 years 3 months)

Retail marketing, brand, strategy and ecommerce consultant for luxury and mass market fashion and beauty brands. Clients: bluemercury, Nike, Converse and The Office of Angela Scott

Chief

Member

September 2022 - September 2023 (1 year 1 month)

Member of Chief, a private network built to drive more women into positions of power and keep them there. Chief is the only organization specifically designed for the most powerful women executives to strengthen their leadership, magnify their influence, and pave the way to bring others with them.

Jaanuu

Interim CMO

November 2019 - April 2020 (6 months)

Greater Los Angeles Area

Led brand, performance marketing and creative teams for DTC startup fashion brand in the medical apparel sector.

- Managed team of 10 through holiday & Q1 to deliver double digit comp sales growth
- Set 2020 marketing budgets, org and strategic plans; oversaw agency relationships, selection, contracts and onboarding
- Established new content/creative planning/execution processes; set calendar, channel agendas and defined segmentation and attribution needs
- Gathered customer insights through focus groups and established merchandise testing program
- Negotiated brand partnerships to drive customer acquisition, engagement and goodwill

Gilt.com

5 years 3 months

Vice President of Marketing & Creative

April 2015 - September 2017 (2 years 6 months)

New York, NY

Led brand, integrated marketing, organic social media, talent and promotional partnerships, creative and content development for Gilt.com (Women's, Men's, Home and Kids), Gilt City and International.

Oversaw all facets of creative and team - art directors, stylists, photographers, retouchers, production, project management, graphic design, editorial and product copywriting.

Promoted 15 people, managed 7 direct reports and total team of 60. Lead team through multiple rounds of post-acquisition organizational transformation and integration into Hudson's Bay Company portfolio.

Senior Director, Brand Relations & Strategic Partnerships

August 2013 - April 2015 (1 year 9 months)

New York, New York

- Responsible for winning business with top prospective brands; prepare pitches, present to senior executives, guide negotiations and partner with internal teams for rollout (merchandising, marketing, legal, international, tech, creative and production).
- Source, negotiate and close business development and advertising partnerships with top beauty + fashion brands; team with agencies and directly with brands.
- Lead the development of Gilt's business-to-business partner marketing programs.

Director of Mens Marketing

July 2012 - August 2013 (1 year 2 months)

Drove marketing, promotions and partnership efforts for the men's division within a \$600M+ luxury fashion ecommerce business.

- Leveraged consumer segmentation and competitive insights to formulate multi-channel marketing plans that delivered traffic, buzz, and loyalty for the men's business; teamed with merchants, PR, editorial, creative, acquisition, mobile, CRM, BD, and tech teams for strategy and implementation.

- Authored pitches to win brands (apparel, footwear, beauty), grow existing accounts and secure sports (leagues, networks, athletes) & entertainment partners (television, music).
- Led monthly demand forecast and results reporting; managed marketing budget and one direct report.
- Contributed to 26% YOY sales growth through close partnership with merchandising surrounding messaging and calendar management to maximize traffic/sales.
- Delivered 12 external partnerships, 5 ROI positive sweepstakes, +75% Facebook following and significant mobile channel growth.

Saks Fifth Avenue OFF 5TH

Vice President of Marketing

February 2017 - August 2017 (7 months)

Greater New York City Area

Lead in-store marketing (signage, promotions, print, direct mail, radio, loyalty program and branding), social media and creative teams. Partnered with digital teams and mall developers on local marketing to drive traffic and customer acquisition for new and existing brick and mortar locations. Managed 2 direct reports and total team of 11.

**Held this position concurrently with my role as VP of Marketing at Gilt.com; both brands were owned by Hudson's Bay Company, within the off-price division.

bebe

Sr. Merchant, eCommerce

May 2010 - May 2012 (2 years 1 month)

Los Angeles

Oversaw merchandise and messaging for all product sold on bebe.com, a \$50M division of a \$500M Women's specialty retailer. Delivered +32% two-year sales comp and +45% sales comp for FY2012.

- Managed a team of 3 with scope including: buying, product development, site merchandising, inventory activation, shipment tracking and fulfillment through 3rd party provider, sample management and photo studio scheduling. Measured on sales comp, margin, turn and customer satisfaction.
- Buying experience in Shoes, Accessories, Jewelry, Knits, Sweaters, Logo, Tubular, Denim, Sportswear, Petites, bebe Sport, Outerwear, Dress and Bridal departments.

- Developed online exclusive assortments in Footwear, bebe Sport, Petites and Bridal through partnership with in-house design and external private label development partners (Footwear, Jewelry, Accessories)
- Lead merchant for bridal business test (online and stores); partnered with celebrity designer, in-house design, production, vendors, stores, finance and marketing on rollout.

TVG Network

Director, Strategic Planning

May 2009 - May 2010 (1 year 1 month)

Drive post-acquisition marketing strategy, business process and corporate culture transformation for a \$50 million sports broadcast television (30M homes) network, social media and E-gaming Corporation.

Nike Inc./US Retail

Director Strategic Planning

July 2007 - May 2009 (1 year 11 months)

Delivered strategy to achieve \$800 million in direct-to consumer retail sales growth for the leading sports apparel and footwear manufacturer; lead planning, process redesign and change management efforts.

Gap Inc.

4 years

Partner Marketing Manager, Piperlime.com

2006 - 2007 (1 year)

Developed partner marketing program and managed 150 accounts for a \$13 million fashion footwear ecommerce site.

Manager, Operating Strategy

2003 - 2006 (3 years)

Lead product localization rollout to enable Gap, Banana Republic and Outlet brands to meet customer demand by getting the 'right sizes to the right stores' resulting in \$70 million annual gross margin lift.

Schwarzkopf & Dep

Brand Management Intern

2003 - 2003 (less than a year)

Developed mass-market retail strategy for a skincare line at a \$300 million consumer products firm.

Discreet (Autodesk)

Product Marketing Intern

2002 - 2002 (less than a year)

Co-managed \$1 million in national marketing efforts for a 3D animation/special effects software firm.

NorthPoint Communications, Inc.

Internet Partnership Manager

1999 - 2000 (1 year)

Researched and developed 40+ strategic marketing partnerships for a \$3 billion wholesale DSL carrier.

Arthur Andersen

Consultant

1997 - 1999 (2 years)

Reviewed enterprise resource planning systems and business processes, managed project plans/reports, developed custom Oracle software education materials and trained over 75 users at Fortune 500 clients.

Education

USC Marshall School of Business

MBA, Marketing · (2001 - 2003)

University of Notre Dame

Bachelor of Business Administration, Management Information

Systems · (1994 - 1997)