

Curriculum Vitae
J. Merrick (Rick) Taggart

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SUMMARY

General management and marketing executive with extensive domestic and international experience in brand development and growth. Accountable for P & L, Cash Flow and Balance Sheet with expertise in strategic planning, marketing, sales, product development and operations.

PROFESSIONAL EXPERIENCE

Colorado Mesa University, Grand Junction, CO
Executive Director of Marketing and Student Recruitment
Adjunct Business Faculty

2010-Today

Responsible for maximizing the brand awareness, perception and enrollment of the institution. Teach Business Strategy and International Business and Marketing within the Department of Business.

- Led the interdepartmental team charged with the responsibility of evaluating and recommending a status change, from college to university status and a potential name change for the institution.
- Upon approval of the Board of Trustees, directed the development of the process and timetable for implementation of the name change inclusive of the budget.
- Managed the above process with an internal staff and current students to minimize the cost to the institution while providing a valuable education experience for the students.
- Researched and developed, with management team members, an On-Line Degree Program and an Intensive English School with experienced partners. Both programs to be launched in fall of 2014.
- Guided and directed talented and motivated marketing and admissions teams to double digit growth in enrollment.
- Balanced managerial and administrative time commitment, while utilizing corporate experience and expertise, to teach Business Strategy and International Business and Marketing.

Swiss Army Brands, Inc., Monroe, CT
President/CEO

1994-2001
2005-2010

Responsible for domestic and international operations for this highly respected consumer Product Company. Led the company both as a public entity and later as a wholly owned subsidiary of Victorinox AG.

- Re-engineered the company from a multiple brand company to one brand; Victorinox Swiss Army, disposed of the non-performing assets. In 2010 the brand was the 57th best know brand in the USA as reported by Women's Wear Daily. (WWD)
- Re-vitalized the brand by building on its core values and equity while leading the expansion of the brand into the complementary product categories of timepieces, retail cutlery, luggage, adventure travel gear, multi-tools, apparel and fragrances.
- Re-organized the company into profit centers, with product category general managers focused on maximizing market share and earnings.

- Re-established a strong working partnership with the company's largest stockholder and later sole owner, Victorinox AG, enabling the company to re-vitalize its core product line to be relevant in today's electronic and digital world.

Pyramid Printing, Grand Junction, CO
President/CEO/Owner

2001-2008

- Led the evolution and development of this respected local printing operation to a regional marketing communication company.
- Increased sales by 35% in the first 5 years of ownership while increasing operating margins 25%.
- Unfortunately had to close the operation during the recession; the operation was not sustainable with absentee ownership. Efforts to sell the company during the recession were unsuccessful.

Dawson International, Tamaqua, PA
CO-CEO of U.S. Operations and President of Duofold Division

1992-1994

Responsible for the U.S. operations of this British textile conglomerate inclusive of the brands of Duofold, J.E. Morgan, and Pringle.

- Consolidated a fractured, inefficient U.S. distribution company, with multiple physical plants, into one company.
- Expanded the product offerings from Duofold and J.E. Morgan from fall/winter thermal apparel to multi-season collections.
- Re-introduced the Scottish brand of Pringle back into the U.S. focusing on golf attire.

O'Brien International, Redmond, WA
President

1990-1992

Responsible for domestic and international operations for the leading water ski company including two manufacturing plants.

- Increased sales and returned the company to profitability at a time when the water sports industry was shrinking.
- Reduced inventories by nearly one-half while eliminating non-performing sku's and lowering working capital needs by 35%
- Redefined product strategy to technical innovation; introduced patented boot/binding system.
- Upgraded senior and middle management team, recruiting new members and promoting achievers.

The Timberland Company, Hampton, NH
Senior Vice President Product Development/Engineering and General Manager International

1985-1990

Directed the development of all footwear, apparel and accessory product lines for worldwide distribution. Managed international marketing, sales and operations for all product categories.

- Eliminated 25% of the sku's that were either non-performing from a financial, brand or performance viewpoint.
- Accelerated product development timetable by 20% through computerization and a disciplined team approach.
- Realigned sales organization to sell and service multiple, integrated product lines.
- Restructured French and German subsidiaries into profit centers; international division was the largest contributing profit center in the corporation.

Marmot, Inc., Grand Junction, CO
President/Co-Owner

1981-1985

Profit and loss responsibility for the recognized technical leader in alpinist outerwear and hardware. Negotiated the sale of company to The Timberland Company.

- Doubled sales of company.
- Led company from an exclusive mountaineering product base to a broader active brand.
- Recapitalized company and restructured bank debt.
- Redefined make/buy strategies to utilize strengths of domestic plant and labor advantages offshore; reduced cost of goods by 4 percentage points while maintaining quality.

Hexcel Corporation, San Francisco, CA
Director of Sales and Marketing

1979-1981

Salomon, North America, Peabody, MA

1972-1979

Progressive sales and marketing positions for leading ski manufacturer, including Sales/Technical Representative, Customer Service Manager, Marketing Manager and National Accounts Manager/Canada.

EDUCATION

BS, Business Administration, Syracuse University, Syracuse, NY

1972

MBA, University of Phoenix

1983

COMMUNITY AND SERVICE INVOLVEMENT

St. Vincent's Hospital, Bridgeport Ct; sponsor and volunteer for "Swim across the Sound" and cancer survivor annual celebration from 1995 to 2010.

St. Mary's Regional Hospital, Grand Junction CO; Foundation Board Member from 2002 to 2007.

Suicide Prevention Coalition, Grand Junction, CO; founding board member 2003-2007.

Grand Junction Business Incubator Center, Grand Junction, CO; Board member and organizer of annual Venture Forum from 2001 to 2005.

Grand Junction Economic Partnership, Grand Junction, CO; Board member, Chair of Prospect Committee and Chair of Board from 2001 to 2007.

Grand Junction City Council; Elected as City Council Member and Mayor 2015, term continues through 2021.

Grand Junction Regional Airport Authority; Commissioner from 2015 with continuing through 2019.

REFERENCES

Mr. Glenn McClelland
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Phone: 970-245-9410
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