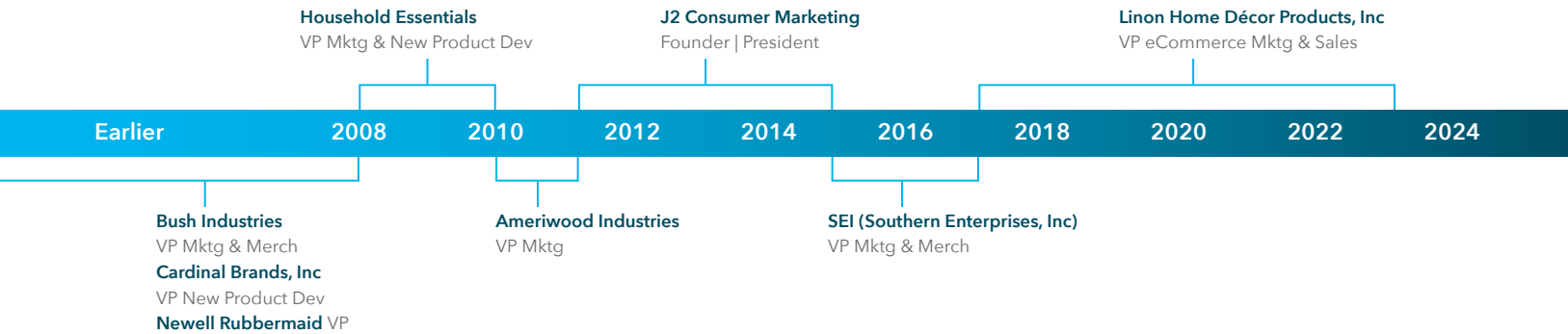


James (Jim) R. Schmidt II



A catalyst for igniting change that propels B2B omnichannel success

Career at a Glance



Transformational Strengths

- **Omnichannel B2B marketing, merchandising, and product development executive** who specializes in marketing consumer products to leading online and brick-and-mortar retailers such as Amazon, Wayfair, Overstock (currently Bed Bath & Beyond), Office Depot, Target, Sam’s Club, and Walmart.
- **Trusted advisor** known for building foundations for strong and sustained success and rapidly making a significant impact to revenues, margins, and market penetration.
- **Nimble in pivoting** to meet specific company and client needs.
- **Passionate team builder** and advocate of continuous improvement to drive significant organizational impact.

Optimistic • Creative • Problem Solver • Engaging
Competitive • Catalyst for Change

Driving Organizational Value

- **Strategic Planning**
- Omnichannel Marketing & Merchandising
- **Content Development**
- MarTech | Marketing Technology
- **Product Management**
- Metrics | Analytics | KPIs
- **Market Research**
- Category Optimization
- **Customer Insights | CX**
- Brand Management
- **Product Development**
- International Sourcing
- **Team Building & Leadership**
- P&L Management
- **Channel Management**
- Data-Driven Decision-Making

Notable Accomplishments

Built and led Linon’s first formal ecommerce infrastructure and team, growing drop ship sales exponentially.

Identified and capitalized on Identified emerging consumer trend to drive \$20M in new sales.

Remedied Damage and Defective issues that saved \$2M in annual costs and increased sales by 20% with major customers over 18 months.

Negotiated licensing of Looney Tunes, Nickelodeon, MTV, Sesame Street, Coca-Cola bears, Star Wars, Lisa Frank, NASCAR, and more that increased annual revenue by \$47M, a 237% increase.

Executive Expertise

