

# JENNIE ORTT

GLOBAL APPAREL DESIGN LEADER

## CONTACT

✉ jennieortt@gmail.com

🏠 New York Metro Area

in <https://www.linkedin.com/in/jennie-ortt-530150225/>

## EXECUTIVE SUMMARY

Influential creative leader with extensive global design and merchandising expertise building \$1B+ brands through creative brand and product vision, innovation, product line development, branding, and licensing. Generate high level brand strategies, balancing creative vision and increasing sales and profit growth. Entrepreneurial and critical thinker known for leading with clarity, empathy, and integrity. Committed to team diversity and a culture that values individuals differences and perspectives. Trusted partner known to foster and mentor collaborative communication amongst internal and external business and design teams to successfully shepherd product launches from brainstorm to consumer. Critical leader in creation and growth of C9 by Champion brand at Target.

## EDUCATION

Bachelor of Science  
Fashion & Knitwear Design  
Philadelphia College of  
Textiles & Science

## SKILLS

### PROFESSIONAL

- People-first Leadership
- Brand Development
- Branded & Licensed Product Design | Development
- Creative Concept Direction
- Branding & Identity
- Merchandising
- Consumer-Led Product Strategy
- Team Building | Management
- Process & Operations

## WORK EXPERIENCE

### HANES BRANDS INC- CHAMPION ATHLETICWEAR | 2004-2022

#### Global Creative Director – Sports Bras | Accessories | Collaborations | 2018-2022

Oversaw multiple global product divisions of the Champion brand, managing creative design and merchant team of 9 directors and designers, generating over \$750M in retail sales of licensed products and collaborations. Product categories included adult and kid's footwear, bags, headwear, eyewear, kid's apparel, pet gear, and electronics.

- Built and oversaw \$250m sports bra division, setting creative direction and innovation pipelines, identifying category growth opportunities from early R&D through production, resulting in sales of 100k+ units per week of core styles.
- Transformed licensed product team structure, processes, and calendars tying licensed product categories closer to apparel strategies, design, and marketing, driving internal visibility to financial opportunities, and maximizing enterprise innovation investments, resulting in 125% sales increase YOY, and establishing brand amongst top 30 global licensed brands.
- Initiated creation of strategic relationships with global business licensing partners in Europe, Asia, and Australia, devising platform for shared strategies, branding and quality standards, ensuring consistent consumer experience.
- Spearheaded creation of inaugural Global Collaboration Team and established criteria for all brand enhancing projects, building strong global team relationships to strategically identify brand elevating and expansive partners, fostering consistent brand positioning, workload efficiencies, and increased project revenue, averaging +151%.

### Global Creative Director - Women's Activewear | 2016-2018

Supervised seasonal creative direction for all Hanes Brands' women's activewear brands serving all distribution channels, including Champion, C9 by Champion, Hanes Active, and JMS tiering trends, fabrics, and innovation platforms, maintaining distinct product needs and price points.

- Drove creation of product trend and innovation presentations for strategic accounts, including Target, Macy's, Dick's, and Foot Locker.
- Oversaw creative strategy for \$250m sports bra division, identifying opportunities for category growth and new business opportunities from early R&D through production, resulting in sales of 100k+ units per week/style.

# JENNIE ORTT

GLOBAL CREATIVE APPAREL LEADER

## SKILLS

### TECHNICAL

Microsoft Suite  
Adobe Illustrator  
Adobe InDesign  
Miro  
Google Suite

### EXTRA

Best In Show – Honorable  
Mention | Sr Showcase  
Philadelphia College of  
Textiles & Science

## INTERESTS

Health & Fitness  
Interior Design  
Personal Growth &  
Development  
Art & Photography

## VOLUNTEER WORK

Fashion For Development  
Bluemont Equine Sanctuary

## WORK EXPERIENCE (CONTINUED)

### Design Director - Cg by Champion – Men's | Women's | Kid's | 2007-2016

Developed Cg by Champion brand from concept to \$1B+ retail business, successfully positioning brand to be largest activewear brand in mass retail market, focused on product categories of performance training, sports bras, running, yoga, sweats, outerwear, footwear, and accessories for women, men, and kids.

- Established, recruited, and directed design and merchant organization, consisting of 28+ design directors, designers, merchants, associates, and coordinators, managing \$9M operating budget and creating 1.6k new styles / year for 58+ racks of product.
- Forged trusting account relationships with executives and buying team as primary brand representative for all categories, critical creative lead, and valued business partner.
- Created brand DNA, and seasonal creative direction, based on Champion's heritage and reputation for high quality and durable athletic products, establishing identifiable color, print and pattern, design language, branding, and fit expression for consistent guest experience.
- Drove seasonal product strategies and line assortment, focused on technologies, materials, and seasonal key items. Tactically identifying new business opportunities through market trends, historical sales data, and consumer insights, delivering double digit sales growth year-over-year for 10 consecutive years.
- Prepared and presented bi-annual creative ideation sessions, consisting of trend and high-level product strategies to Target's Senior leadership team for approval and alignment of seasonal innovation and product priorities.
- Managed team deliverables of numerous complex, rapid, and overlapping timelines of 4 apparel divisions and several licensed partners concurrently, supporting direct-to-retail business, while working collaboratively with key stakeholders for moving products from concept to delivery in 8 months.
- Implemented long range planning tools to communicate and manage all core programs, generating continuous pipeline of consumer-led innovative products, strategically designed to answer market demand and gain market share while maintaining categories as 60%+ of total revenue.

### Women's Designer - Cg by Champion | 2004-2006

Concepted, designed, and sold in activewear apparel collection for inaugural brand launch and forward, engineering products for performance and quality at mass retail price points, growing assortment from 6 racks to entirety of women's athletic floor pad.

## OTHER RELATED EXPERIENCE

### Senior Product Development Manager – Men's And 1 Basketball

### Swimwear Developer/Designer – Women's | Men's | Kid's adidas America

### Associate Designer – Women's Swimwear | Sleepwear Mother's Work Inc