

# DeAnna McIntosh

RETAIL STRATEGIST



RETAILING  
EVOLVED.



*I empower brands & retailers to thrive profitably and passionately in today's ever-evolving retail landscape.*

## Engagement Topics

### MERCHANDISING 101

Merchandising is the buzz word that no one is talking about. It should be the core focus of all product - based businesses: defined as having the right products (at the right time), at the right price, at the right place, with the right promotion, with the right people.

### HOW TO CREATE A KILLER ASSORTMENT THAT YOUR CUSTOMERS CRAVE + YOUR BOTTOM LINE WILL THANK YOU FOR

There is a science to merchandise buying and planning for sustainable profitability. Assigning and analyzing attributes help you gain a deeper understanding of your current sales trends.

### RETAIL IS NOT DEAD. IT HAS EVOLVED.

Continuous innovation and differentiation is essential to surviving the ever-evolving retail landscape. Key focus areas include customer service, selling space, events, brand partnerships, customer loyalty programs, and their assortment.

### THE BRICK & MORTAR SHOPPER EXPERIENCE

Brick and Mortar stores have to provide an experience to entice customers off of their devices and into their stores – and cultivate that experience long after they walk out of their door and are back at home.

### THE ECOMMERCE SHOPPER EXPERIENCE

Just because your shop is online does not eliminate the critical need for a defined and conversational customer journey through your site. You, in fact, have to be even more creative on how to reach and retain your customers since you lack a physical presence with the customer.

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AVENTURA MALL

BLK + GRN

CAPITAL LIGHTING FIXTURE COMPANY

MEMBER

*Black Retail Action Group*

## About DeAnna

DeAnna McIntosh is a driven, entrepreneurial, and creative retail strategist with a strong eye for design, and over 13 years of progressive experience in merchandising, marketing, and event management. DeAnna has launched numerous innovative products into retail and e-commerce platforms, with one of the most notable driving a \$1 Million-dollar incremental sales increase. She has art directed print and television advertising campaigns both within the United States and abroad, and has worked alongside some of the fashion industry's most notable photographers and stylists.

DeAnna is renowned for her collaborative and energetic work style and conducting business with integrity and transparency. Passionate about elevating and innovating the retail experience at all stages of business development, DeAnna has shifted her focus to driving results for small and medium sized businesses. She equips them with the same strategies and processes that large businesses utilize, giving them a competitive edge and a resounding presence in a seemingly overcrowded market.

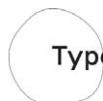


## Media Features



BLACK  
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VoyageATL



PALM  
WEDDING COLLECTIVE

EDUCATION

### BACHELOR OF SCIENCE, INTERNATIONAL FASHION MERCHANDISING MANAGEMENT

*SUNY Fashion Institute of Technology, New York, New York*

### JOINT BACHELOR'S PROGRAM, INTERNATIONAL FASHION MERCHANDISING MANAGEMENT

*Polimoda Institute of Design & Merchandising, Florence, Italy*

### PROFESSIONAL CERTIFICATE, EVENT MANAGEMENT

*University of South Florida, Tampa, Florida*

SERVICES

Merchandising Coaching,  
Training and Strategy  
Execution

International Speaking  
Engagements and Seminars

Art Direction  
& Styling

International Event  
Management

Brand Activations

Pop Up Shops

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## Applause

*DeAnna was the most detailed, proactive and positive person I have ever had work for me. To say she was critical to the business' success is an understatement.*

– Eva Rodriguez,  
Director of Merchandising, The Home Depot

*I found DeAnna to be a very strong merchant and business woman. She was frequently utilized to teach and train the merchandising team on system functionality and best practices and was a great resource. She had a strong work ethic and was a trusted and respected member of the team.*

– Michael Wills, Director of Omnichannel  
Planning, White House Black Market

*DeAnna is a hard and thoughtful Consultant who loves diving into data fearlessly. She is design savvy, fun to work with, and not afraid to bring new ideas and insights to the table. At Capital, she helped us establish data-informed product development targets to make sure that we were bring the right mix of products to our next launch. She also explored trends in the industry, reaching out to customers and travelling to trade markets to keep the pulse of styles and designs that are relevant to our company. Her varied work experiences and blend of fashion/style interest with data/numbers insights makes her a unique asset to any team.*

– Liz Townsend, Marketing Director,  
Capital Lighting Fixture Company