

Richard Lupp

Product, Merchandising, and Operations leader with 14+ years of experience in Consumer Packaged Goods (CPG) across Footwear, Apparel, Outdoor, and Fashion. Passionate about Product, Strategy, and People. Dedicated teammate with a wide range of knowledge working with scaling businesses and large corporate teams. Skilled at blending data and analytics with creativity to fuel product and operations strategy with a keen eye on the market and consumer.

EXPERIENCE

PERFECT GAME, Cincinnati OH (remote)
Head of Product

MARCH 2024 - PRESENT

Perfect Game's mission is to promote the game of baseball now and in the future by hosting the highest quality amateur events while providing meaningful opportunities and information to players, families, MLB organizations, college coaches, and fans.

Lead a team of 10 employees across design, merchandising, planning, and product marketing
Delivered a full line of strategic products across key categories - headwear, apparel, outerwear, and accessories
Created the brands first ever seasonal development calendar and process
Improved product inventory position and SKU efficiency
Managed sourcing initiatives that drove a 10% cost savings across core products
Implemented a team growth plan to elevate and promote strong members and build around them
Worked closely with key team members in the field as well as directly with core consumers
Built new tools for forecasting, demand planning, and strategic buying process

LUNO, Nashville TN (remote)
VP of Product + Operations

JANUARY 2022 - NOVEMBER 2023
PREVIOUSLY: DIRECTOR OF PRODUCT

Luno is a company dedicated to high quality and innovative products in the outdoor industry. Through our lineup of outdoor products, we exist to inspire spontaneous getaways, dirt road discoveries, and any outdoor pursuit in between. As the first-ever company dedicated solely to car camping, our gear is redefining comfort and convenience in the outdoors.

Managed a team of 8 employees across product and operations (internal + contract)
Delivered 43% YoY revenue growth
Implemented and optimized product planning, ideation, and creation process
Improved EBITDA through strategic sourcing, supplier negotiations and product development efficiencies
Partnered with key suppliers to drive innovative product and materials development
Lead merchandising efforts for both DTC and Wholesale business
Negotiated cost + margin improvements resulting in \$100k savings in first year
Optimized supply chain network, onboarding new global partners
Created team growth and hiring plan to expand team and prepare for scale
Utilized market feedback and customer input to create product strategy
Generated all brand forecasts and product roadmaps
Prioritized strong team and supplier relationships

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SKILLS

Microsoft & Google Suites
SAP, Netsuite
Data + Google Analytics
Roadmapping
Product Strategy
PLM + CRM Software
Forecasting
Global Manufacturing
Supply + Demand Planning
Adobe Illustrator + Photoshop
B-Corp Certification

ACCOMPLISHMENTS

Co-Founder
Nashville Harriers Track Club

Patents
2 Patents approved
1 Patent pending

USA Half Marathon Championships
Duluth, MN 2013

Head of Logistics & Outreach
Music City Track Carnival

Culture Committee Leader
Wolverine Worldwide

Student Mentor
Dream Streets Nashville

Certified Product Manager
AIPMM

INTERESTS

Running
Backpacking & Camping
Community Service
Mentorship
Travel
Photography & Sketching
Sustainability

NISOLO, Nashville TN (hybrid)
Director of Product

JULY 2017 - OCTOBER 2021
PREVIOUSLY: SR. PRODUCT MANAGER

Nisolo is a leader in the fashion industry, designing and developing leather footwear and accessories that are ethically and sustainably made. Nisolo's vision is to convince the fashion industry to value our planet and the producers who make the clothes we wear just as much as the industry values the dollars of end consumers.

Managed a team of 9 employees across product, merchandising, + operations
Lead a multinational team with direct reports in 3 countries
Strategically grew the product lines (footwear, accessories, jewelry) by 200%+
Onboarded the brands first large retail partnerships (Anthropologie, Nordstrom, etc)
Supported and pitched both Series A and Series B capital raises
Utilized product improvements and customer input to improve footwear return rate by 6%+ (top selling style improvement of 12%+)
Implemented hiring strategy and expanded team size by 3x in a 14 month period
Owned the gross margin and EBITDA improvement strategy and plan
Created many new internal documents and tools (forecasting formulas, project management resources, tracking tools, etc.)

SAUCONY, Boston MA
Global Product Line Manager

AUGUST 2014 - MAY 2017
PREVIOUSLY: ASSOCIATE PRODUCT LINE MANAGER

Saucony is a global leader in the sporting goods industry, making award winning casual, outdoor, athletic, and kids shoes since 1898. Saucony exists to inspire & serve all humans to live their best lives by providing access to running, celebrating self-expression & creating a better world.

Managed a team of 11 employees across developers, merchandisers, and PLMs
Strategic leader of 3 product categories totaling ~\$280M in annual revenue
Created SMU product and line strategy for key accounts (DSG, REI, etc)
Lead efforts to expand partnerships and collaborations with customized products
Organized customer and market feedback, trend analysis, and competitor research
Invested in learning from the industry leaders and mentors on my teams
Strategically consolidated product lines and inventory to grow profitability
Managed all fit testing and QA/QC efforts
Coordinated 700+ SKUs per season

EDUCATION

UNIVERSITY OF CINCINNATI, Cincinnati OH

GRADUATED: JUNE 2012

Carl H. Lindner College of Business
Bachelor of Business Administration, Marketing + Finance

Accomplishments

Varsity Cross Country "Team Captain" - 2010, 2011
Track and Cross Country "Most Improved Athlete" - 2009
Varsity Cross Country "Newcomer of the year" - 2008

Honors

Cincinnatus Scholarship Recipient
National Society of Collegiate Scholar