

# AUBREY REICHARD-ELINE

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## SUMMARY

I am an experienced merchandising and branding professional with unmatched energy and a keen instinct for understanding consumer habits and reaching them effectively. My background in product development, management, and performance analytics, combined with my ability to lead diverse teams towards a common goal, has allowed me to drive results in a dynamic, evolving sector. I made a purposeful pivot from my corporate career to philanthropy and development. Motivated by action and a deeply personal connection to the cause, I co-founded the non-profit WITH Grace Initiative. I leverage my corporate skills and passion for childhood cancer advocacy to influence federal and state policies aimed at increasing funding for pediatric cancer research. As a high-energy, goal-oriented leader, I connect with people at all levels through my enthusiasm, empathy, and commitment to making a meaningful impact.

## EMPLOYMENT EXPERIENCE

### RUTGERS UNIVERSITY FOUNDATION

New Brunswick, NJ

2022-Present

#### **ASSOCIATE DIRECTOR OF DEVELOPMENT – RUTGERS CANCER INSTITUTE**

- Build and maintain a portfolio of approximately over 100 donors and prospects at the Major Gift level (above \$25K)
- Responsible for the identification, discovery, qualification, cultivation, solicitation, and stewardship of a diverse base of supporters including, patients, alumni, families, and friends
- Actively solicit prospects and donors and meet goals related to solicitations, gift closures, prospects met, qualifications, and average gift size
- Develop positive, professional working relationships and increase philanthropic awareness with the researchers, clinicians, administrators, faculty members and staff within the Rutgers Health system and Rutgers Cancer Institute
- Responsible for \$1.5M of new donor dollars in my first 9 months
- Consistently clearly articulate the needs and priorities of Rutgers Cancer Institute to make a compelling case for support

### AMERICAN CHILDHOOD CANCER ORGANIZATION

Gillette, NJ

2020-2022

#### **DIRECTOR OF CORPORATE AND COMMUNITY ENGAGEMENT**

- Impact federal and state awareness and policy as it relates to pediatric cancer priorities and appropriations
- Expand community advocacy initiatives under ACCO's What About Kids? program to drive additional program funding
- Lead community engagement through advocacy trainings and working groups for 47 states, 9 countries
- Principal strategist for efforts to cultivate external partner support and collaboration
- Active member in 7 key priority states Cancer Control Committees to increase representation for childhood cancer
- National level active member: Childhood Cancer Data Initiative (CCDI) NIH/NCI Cohort Working Group, Alliance for Childhood Cancer Policy Working Group
- Strategic leader of the initiative resulting in a total of \$66M in pediatric cancer research funding direct appropriations in 6 states

### SWAROVSKI, CONSUMER GOODS BUSINESS

New York, NY

2016-2020

#### **DIRECTOR OF PRODUCT MERCHANDISING, THE AMERICAS**

- Collaborated across multiple countries to build the merchandising team for the Americas after a major reorganization.
- Analyzed trends to provide input on new products while understanding consumer habits to inform the product strategy on how to reach them
- Brought dimension to the global merchandising team by being the only American with a seat at the table for market insight and business cases for product creation
- Drove seasonal growth and brand positioning to \$700M/year (+10% overall, with 40% growth in US) through product differentiation

### DKNY, LVMH

New York, NY

2014-2015

#### **SENIOR DIRECTOR OF MERCHANDISING, MEN'S APPAREL**

- Leveraged strong process and collaboration to unite multiple teams to create a connected, efficient design and merchandising team
- Drove results to grow the men's business from \$30M to \$50M by identifying the opportunity for curated department store capsules

<u>CALVIN KLEIN JEANS, PVH/WARNACO</u>	New York, NY	2003-2014
<b>SENIOR DIRECTOR OF GLOBAL MERCHANDISING, MEN'S APPAREL &amp; ACCESSORIES</b>		2010-2014
<ul style="list-style-type: none"> <li>● Key leader to building global product teams and processes in newly created global headquarters</li> <li>● Built the merchandising team to focus on consumer variations around the globe while ensuring one voice and vision for the brand in the newly created global headquarters. Created the process cross functionally by bringing together multiple teams around the globe</li> <li>● Analyzed the consumer need and brand perception to create the line architecture to drive global growth through an in-depth fit analysis and relaunch of brand aesthetics for the foundation business: denim</li> <li>● Responsible for all aspects of global product creation from conception to completion for all classifications to launch a cohesive assortment for the Americas, Europe and Asia 400 styles/900 skus per season (\$420M volume)</li> </ul>		
<b>DIRECTOR OF MENS MERCHANDISING &amp; MERCHANDISE PLANNING MENS &amp; WOMENS APPAREL</b>		2005-2010
<ul style="list-style-type: none"> <li>● Managed teams, main line and licensed product, through multiple levels and time frames of change with a forward focus and constant positive attitude</li> <li>● Drove the strategy to integrate the financial and product plans, delivering increased financial results to exceed division goals, increased internal margin 5% points</li> </ul>		
<b>SENIOR MERCHANDISING MANAGER MEN'S</b>		2003-2005
<ul style="list-style-type: none"> <li>● Connected disparate teams into one cohesive unit working towards one goal</li> <li>● Began in Knits and successfully promoted to managing all categories.</li> </ul>		
<u>TOMMY HILFIGER INC.</u>	New York, NY	2000-2003
<b>MERCHANDISING MANAGER MEN'S &amp; BOY'S KNITS, TEES &amp; SWEATERS</b>		
<ul style="list-style-type: none"> <li>● Determined product life cycle and line architecture. Key communication lead with design, production and sales team</li> </ul>		
<u>LIZ CLAIBORNE</u>	New York, NY	1998-2003
<b>ACCOUNT EXECUTIVE FASHION ACCESSORIES</b>		
<ul style="list-style-type: none"> <li>● Worked with buyers and design to create product exclusives. Handled assortments for National Accounts</li> </ul>		
VOLUNTEER EXPERIENCE		
<u>COALITION AGAINST CHILDHOOD CANCER, CAC2</u>		2024-Present
<b>BOARD MEMBER, ELECTED</b>		
<ul style="list-style-type: none"> <li>● Provide strategic guidance and advocacy to enhance research, awareness, and support for pediatric cancer initiatives through enhanced community outreach, connection and collaboration</li> </ul>		
<u>CANCER COMMUNITY ACTION BOARD, CCAB</u>	New Brunswick, NJ	2024-Present
<b>MEMBER</b>		
<ul style="list-style-type: none"> <li>● Advocate for childhood cancer to provide strategic input, ensuring that community outreach, engagement, and research activities are well-informed, promote health equity, strengthen local capacity, and effectively address community needs</li> </ul>		
<u>NJ COMMISSION ON CANCER RESEARCH, NJCCR</u>	Trenton, NJ	2022-Present
<b>PEDIATRIC CANCER RESEARCH COMMITTEE, ELECTED CHAIR</b>		
<ul style="list-style-type: none"> <li>● Only patient advocate on the committee and commission</li> <li>● Facilitate and run meetings to review and determine grant application funding and initiatives in the state for childhood cancer</li> </ul>		
<u>NIH, NATIONAL CANCER INSTITUTE, NCI</u>	Bethesda, MD	2021-Present
<b>CHILDHOOD CANCER DATA INITIATIVE CCDI, WORKING GROUP</b>		
<ul style="list-style-type: none"> <li>● Only patient advocate in the group</li> <li>● Provide feedback focused on the patient experience and best way to reach more patients at time of diagnosis</li> <li>● Facilitate planning of initiative roll out</li> </ul>		
<u>RUTGERS CANCER INSTITUTE</u>	New Brunswick, NJ	2021-Present
<b>PATIENT FAMILY ADVISORY COUNCIL, ELECTED CHAIR</b>		
<ul style="list-style-type: none"> <li>● Lead Council to identify and action priorities to maximize positive impact for patient community</li> </ul>		

- Represent the Children’s Hospital and provide feedback and creative solutions for program development and improvements
- Work to ensure that the patient’s point of view is included in clinical workflows and decisions to help create an exceptional patient experience

RUTGERS CANCER INSTITUTE New Brunswick, NJ 2020-Present

**SCIENTIFIC REVIEW BOARD, PATIENT ADVOCATE**

- Only children’s hospital representative to participate in this board for protocol review and monitoring system for Rutgers Cancer Institute
- Review scientific merit, priorities and progress of the Rutgers Cancer Institute clinical research trials
- Support to ensure hypothesis driven translational clinical trials are available to patients at Rutgers Cancer Institute

NEWARK BETH ISRAEL MEDICAL CENTER Newark, NJ

2020-Present

**PATIENT FAMILY ADVISORY COUNCIL, CHILDREN’S HOSPITAL**

- Advocate the importance of the needs and preferences of the patient and family to be considered in hospital policy
- Only children’s hospital patient representative
- Communicate opportunities of improvement in the environment, safety and interactions in all aspects of engagement between hospital staff and the patient and caretaker

DREXEL UNIVERSITY ALUMNI BOARD OF GOVERNORS Philadelphia, PA 2020-2024

**ELECTED MEMBER AND ADVISOR**

- Direct priorities and projects integral to community and alumni engagement for the University
- Focus and facilitate on issues of strategic importance to the growth and strength of the Alumni Association

**WESTPHAL COLLEGE OF MEDIA ARTS & DESIGN DEAN’S COUNCIL**

- Serve on a team of advisors, the Dean, and act as advocates and ambassadors on behalf of the Westphal College of Media Arts & Design.
- Engage regularly with college leadership and participate in activities making an individual and collective impact for the College and the students we serve.

ALLIANCE FOR CHILDHOOD CANCER AND AMERICAN CANCER SOCIETY Trenton, NJ & Washington DC

2018-Present

**ADVOCATE**

- A community of families, survivors, and friends who have been affected by childhood cancer. Facilitate community support, information, and advocacy. On a mission to make childhood cancer a national health priority.

THE VALERIE FUND FOR PEDIATRIC CANCER & BLOOD DISORDERS Maplewood, NJ 2018-Present

**ADVOCATE & FUNDRAISING LEADER**

- The Valerie Fund is a blend of medical care and emotional counseling that gives patients and their families the supportive environment they need during treatment and beyond.

MOMCOLOGY 2018-Present

**GROUP LEADER, FACILITATOR, NATIONAL RETREAT TEAM**

- An organization committed to extending the benefits of community by providing reciprocal peer support models for families affected by childhood cancer.

VA Lyons, NJ 2007-2018

**WELLNESS VOLUNTEER**

- Support Adult Living Center and Hospice community with meditation, massage and recreation activities to improve their care and quality of life through stress relief techniques.

EDUCATION & OTHER EXPERIENCE

DREXEL UNIVERSITY Philadelphia, PA 1995-1999  
**BACHELOR OF SCIENCE DESIGN & MERCHANDISING**  
**40 UNDER 40 AWARD DISTINGUISHED ALUMNI AWARD** 2015

<b>MARY S. IRICK DREXEL SOCIETY AWARD FOR CIVIC ENGAGEMENT</b>		2023
<u>RUTGERS UNIVERSITY</u> MASTER OF PUBLIC ADMINISTRATION	Newark, NJ	Expected 2025
<u>WORLD ASSOCIATION FOR COOPERATIVE EDUCATION (WACE)</u> <b>CO-OP HALL OF FAME AWARD</b>		2021
<u>YOGA SYNTHESIS</u> <b>200 HOUR YOGA CERTIFICATION</b> <b>300 HOUR ADVANCED YOGA TRAINING CERTIFICATION</b>	Ramsey, NJ	2011 2017
<u>THE JOY OF BALANCE</u> <b>REIKI I CERTIFICATION</b>	Berkeley Heights, NJ	2016
<u>UNWIND YOGA &amp; WELLNESS</u> <b>FOUNDER &amp; OWNER</b>	New Providence, NJ	2018-2021
<ul style="list-style-type: none"> <li>● 500 hour Certified Advanced Yoga Teacher</li> <li>● Reiki I Certified, Pre-natal yoga &amp; meditation certified</li> <li>● Owned, operated, instructed classes and workshops</li> </ul>		