



## **GEORGE SCHMIDT**

### **President and General Manager of Privé Revaux**

George Schmidt (born in Cincinnati on 3 January 1972) has been the President General Manager of Privé Revaux eyewear, a SAFILO GROUP owned brand, since November 2021.

He was formerly Vice-President and General Manager of Cheryl's Cookie, a vertically integrated multi-channel business in food industry, that belongs to the 1-800-Flowers.com portfolio of companies and before that he was Senior Vice President of Strategic Planning, Ecommerce & CRM for Frontage & Grandinroad, retailers of luxury home products, with the charge of responsible for catalog and digital marketing, ecommerce, finance, business intelligence, inventory planning and for leading the creation and implementation of strategic business plans.

He had also been the President of Schmidt Direct Marketing & Ecommerce Solutions LLC, a boutique consulting that helps multi-channel retailers growing by strategic planning, multi-channel marketing, CRM, ecommerce, merchandising leadership and inventory planning. Among the main projects he has developed CRM strategies and campaigns for a 700-plus unit eyeglass retailer.

Previously he worked in The Orvis Company, where he was Vice President of Multichannel marketing and a member of the Executive Committee and where he led the development of digital marketing, digital merchandising and ecommerce strategies. Earlier he served as Orvis' Vice President of Merchandising Operations & Planning, Vice President of Inventory Management and Director of Inventory management

He began his career at L.L.Bean Inc. and spent a number of years in positions of increasing responsibility, culminating in Marketing Manager of Corporate Sales where he oversaw all catalog, web and direct sales marketing, advertising, promotions, trade shows and communications efforts for the B2B division.

He got a Master of Business Administration at University of Southern Maine and a Bachelor of Arts in Economics at Bates College in Maine. He was a member of the NEMOA Ecommerce and Catalog Marketing Organization Board of Directors, President of the Manhattan Associates Advanced Planning User Group and has been a member of the Direct Marketing Association Business-to-Business Operating Committee and the University of Southern Maine School of Business Alumni Association.

He speaks English (mother tongue).