

Resume of

Catherine M. Frangie

EXECUTIVE SUMMARY

Strategic marketing, communications, and publishing executive who offers extensive business experience in professional beauty, education and general management and who achieves objectives through teamwork, innovative problem solving and strong communications skills.

EXPERIENCE

FrangieConsulting, MYRTLE BEACH, SC 2001 to Present

Principal

FrangieConsulting is a marketing and communications firm that specializes in creating innovative strategies for businesses both in and out of the professional beauty industry. Clients include: Goody Products Inc. (A Division of Newell Rubbermaid), Joico Laboratories, Inc., Tressa, Inc., Advanstar Communications, Sally Beauty Company, Goodman Media Group, International Nail Manufacturers, Milady Publishing Company, (A Division of ITP International), and The Aveda Corporation. FrangieConsulting is the recipient of 7 ABBIES awards, including 2 Gold ABBIES.

JOICO LABORATORIES, INC., Los Angeles, CA 1998 to 2001

Vice President, Marketing, Communications and Education

Joico Laboratories, Inc. is a \$60MM global professional beauty manufacturing and marketing company. Joico specializes in hair care, hair color, and texturizing products under the following brand names: *Joico, I-C-E HAIR, The K-Pak Collection, VeroColor, VeroChrome, TriActive Permanent Waves* and *Alternative EFX Texturizer*.

- Directed the marketing, communications and creative services efforts for Joico's business worldwide.
- Managed staffs consisting of 15 full-time employees, two media/public relations agencies and two graphic/creative agencies. Responsible for departmental budgets in excess of \$6MM.
- Developed and executed strategic business plans including brand identity and communications strategies, new product development and testing, advertising, public relations, image development, market research, distributor relations, monthly and bi-monthly promotions, and bi-monthly sales meetings and materials.
- Analyzed department resources and expenses and devised a reorganization plan to improve its ability to schedule, plan and implement its activities.
- Instituted a comprehensive Project Tracking System, which improved efficiencies company-wide.
- Improved Ship to Trade Schedule for new products and promotions.
- Built creative services capabilities to accomplish more than 250,000 printed pieces of collateral per month and reduced expenses by \$500,000 annually.
- Directed global communications strategies which increased editorial placements by 30% in trade and 50% in consumer publications.
- Led the education department through reorganization and revamping of all training programs including technical advisors, distributor sales consultants and salon stylists.
- Conceptualized, planned and executed Joico's most successful new product launch/line extension ever: *The K-Pak Collection*, at BBSI (August 2000). Exceeded sales forecasts by 200%.
- Oversaw the launch of a new image campaign for Joico's *I-C-E HAIR* Line of styling products resulting in a sales increase of 15% in a 6-month period.
- Executed 18 new product launches across all lines including: *The K-Pak Collection, Hi-Rise Hair, I-C-E HAIR Spiker, Forming ICE, ICE Cream Shampoo and Power Smoothie, Color Endurance Shampoo and*

Conditioner, and nine new permanent and semi-permanent color shades, adding \$3.5MM in new dollars for fiscal year 2000.

- Received 3 ABBIES Awards from the American Beauty Association, including a Gold ABBIE.

MILADY PUBLISHING COMPANY (A Division of ITP International), Albany, NY 1987 to 1998

Vice President 1990 to 1998

Publisher, SalonOvations Magazine 1994 to 1998

Publisher, Milady Textbook Division 1990 to 1994

Senior Acquisitions Editor, Milady Textbook Division 1987 to 1990

Milady Publishing Company is the world's largest publisher of educational materials and resources for the professional beauty industry. Recruited to examine and revitalize company's product line and to develop a strategy to enter the salon market with key educational offerings. Charged with seeking and identifying new avenues of revenue growth.

- Directed and managed an 11 member team of publishing professionals, including the editorial, production and marketing staff which acquired, produced, marketed and sold products that grew this \$4.2MM business to \$12.7MM division, (a 300% increase) over a 5 year period. Decreased operating expenses by 22%.
- Conceptualized, launched, promoted and marketed *SalonOvations Magazine*. This educational tool was well-received and its readership grew from 12,000 to 80,000 in 2-1/2 years.
- Led company's efforts in both the educational and salon markets for new product development, show/seminar development, artistic talent and collateral materials, including both the book and magazine divisions.
- Headed an all-industry team of experts to review, analyze and revise core products and ancillaries, including the company's flagship product, *The Standard Textbook of Cosmetology*, which is used in 95% of all beauty schools worldwide. This revision increased company revenues by \$2MM and sold more than 200,000 copies per year.
- Created Milady's first educational video and audio tape programs for: hair, skin and nail care thus providing beauty schools and salons with systems that ensured repeat textbook sales. These video and audiotapes yielded \$1.5MM in incremental sales.

OTHER WORK EXPERIENCE

FREE-LANCE WRITER, Cohoes, NY 1985 to 1994 Authored more than 125 trade and consumer feature magazine articles and several beauty related books

AFM ADVERTISING ASSOCIATES, Account Executive New York, NY 1986 to 1987

AUSTIN BEAUTY SCHOOL, Instructor Albany, NY 1985 to 1986

GREAT EXPECTATIONS SALON, Salon Owner/Manager Albany, NY 1983 to 1985

EDUCATION

IONA COLLEGE, New Rochelle, NY

M.S. COMMUNICATIONS (1990)

B.S. COMMUNICATIONS (1988)

NEW SCHOOL OF CONTEMPORARY RADIO, Albany, NY

FCC Radio Broadcasting License (1986)

AUSTIN BEAUTY SCHOOL, Albany, NY

New York State Cosmetology License (1983)

New York State Cosmetology Instructor's License (1985)