

Product Lifecycle Management Industry Expert Joins Parker Avery

The Parker Avery Group Expands its PLM Expertise

NEW YORK, NY – August 19, 2013 – The Parker Avery Group, an Atlanta based boutique retail consulting and strategy firm, is pleased to announce that Laura McCann Ramsey has joined the firm as an Associate Partner. McCann Ramsey is a Product Lifecycle Management (PLM) industry senior executive with over 20 years of international and domestic experience in high tech, fashion, design, sourcing and marketing. She has led projects involving global business strategy and delivery, software implementation and integration, software product management, web and enterprise application development, marketing and product development.

"Laura's extensive background in fashion, technology and entrepreneurship bring to Parker Avery a unique blend of skills that we are very excited about," said Robert Kaufman, Parker Avery's CEO. "Her deep PLM expertise in design, development and implementation plus her high energy and creativeness combine perfectly with her leadership and industry knowledge to complement and enhance Parker Avery's ability to deliver valuable projects for our clients."

Prior to joining Parker Avery, McCann Ramsey was at WYSWYG, a boutique Digital Agency. Her experience also includes founding two companies focused on PLM, sourcing and developing apparel products for leading vertical retailers. She has also authored several articles, webcasts and publications focused on PLM, the fashion industry and entrepreneurship.

"I am pleased to join the team at The Parker Avery Group," stated McCann Ramsey, "Retailers implementing PLM require senior level managers with deep industry experience and thought leadership to execute and deliver results. Parker Avery's PLM practice has such a team. I look forward to being a part of it and becoming a trusted and strategic partner to our clients."

McCann Ramsey has worked with a number of world-class organizations: Banana Republic, Gap Inc., Stylesight and the United States Department of Defense. Her responsibilities at Parker Avery will include working with clients, leading consulting teams and building the PLM capabilities for the firm.

About The Parker Avery Group

The Parker Avery Group is a boutique strategy and management consulting firm. The firm's professionals serve as trusted advisors to leading retail and apparel brands. Parker Avery combines solid retail industry experience with proven consulting methodology to deliver measurable results. They specialize in merchandising, supply chain and the omnichannel business model, integrating customer insights and the digital retail experience with strategy and operational improvements. The Parker Avery Group helps clients develop enhanced business strategies, design improved processes and execute global business models. To learn more about their clients' success stories, please visit Parker Avery Insights at parkeravery.com/insights.html.

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be selective.

THE
Parker Avery
GROUP

retail consulting and
industry thought leadership



Learn more about us:



www.ParkerAvery.com

The Parker Avery Group is a boutique strategy and management consulting firm that serves as a trusted advisor to leading retail and apparel brand executives.

■ areas of expertise

We have a range of expertise based on 20+ years of experience working with some of the world's leading companies.

Supply Chain



- Global Sourcing
- Demand Planning
- Allocation & Replenishment
- Vendor Collaboration
- Warehouse Management
- Supply Chain Visibility
- Logistics
- Vendor Collaboration

Merchandising



- Product Development
- Buying & Merchandising
- Advanced Planning
- Assortment Planning
- Price Management
- Markdown Optimization
- Size and Pack Optimization
- Promotion Management

Omnichannel



- Store Operations
- Multi-Channel Commerce
- Space Optimization
- Distributed Order Management
- Endless Aisle
- Inventory Management
- Point of Sale/Service

Enablement



- Systems Assessment
- Software Selection
- Software Implementation
- Project Management
- Change Management
- Organizational Design
- Training Strategy, Development & Delivery
- Organizational Effectiveness
- International Expansion & Development
- Business Intelligence

■ why us?

We uniquely combine deep industry experience with consulting expertise to deliver results.

- We specialize in supply chain, merchandising, and the **omnichannel business model, integrating customer insights with strategy** and operational improvements.
- We have developed successful long-term relationships with some of the world's leading retail and apparel companies by focusing on **a select number of clients at a time** and delivering results.
- Our highly experienced professionals have a combination of executive retail experience and consulting expertise. This model ensures our clients are fully informed of **industry leading practices and can get to the answers faster**.
- With backgrounds in **merchandising, marketing, product development, supply chain and store operations**, our professionals have in-depth knowledge of both systems and process for solutions that meet the broadest range of business needs.
- We have a **highly successful track record** of projects delivered on time, on budget and with the highest client satisfaction rating.

our clients

We have built successful long-term relationships with some of the most recognizable names across the globe.

Representative Client Experience

- Belk
- Cabela's
- Carter's
- Charming Charlie
- Crate & Barrel
- J.C. Penney
- L.L.Bean
- Land's End
- lululemon
- Macy's
- Neiman Marcus
- Nike
- PetSmart
- Saks Fifth Avenue
- The Children's Place
- The Gap
- The Limited
- Tiffany & Co.
- Toys"R"Us
- Walmart
- Williams-Sonoma

What Our Clients Say About Us

“ Incredible level of experience - **this was the critical differentiation in getting senior level alignment** on the opportunities. Additionally, the quality of the work surpasses anything I have received in my experience. ”

“ This is an **outstanding firm with top talent** and we look forward to building upon our work with them in the future. ”

“ We believe Parker Avery is one of the **top strategy and retail process consulting firms** we have worked with. They worked diligently to help us not only frame our strategy but implement and make it a reality as well. ”

■ thought leadership

We provide analysis and industry research to help executives make better decisions.

Points of View

- Assortment Planning – Sales vs. Space
- Business Excellence Teams
- Customer Satisfaction vs. Store Sales
- Group Buying
- International Expansion
- Linking Product Development to the Customer
- Merchandising Strategy
- Mobile Retail
- New Rules for Retail
- Omnichannel Pricing Approaches
- Project Management: Keys to Project Success
- Social Clienteling
- The Customer Experience
- The Essential Value of Change Management
- The Layaway Challenge
- The Science of eCommerce
- Total Cost to Serve

Webcasts

- Approaches to SKU Rationalization
- Group Buying
- Linking Product Development to the Customer
- Merchandising Innovation
- Mobile Retail
- Planning, Allocation & Replenishment Innovation

Case Studies

- Change Management Stakeholder Assessment
- Fulfillment Optimization
- Inventory Service Levels and Exceptions
- Integrated Merchandise Planning
- Markdown Strategy
- Merchandise Planning Implementation
- Merchandising Transformation
- Multi-Channel Planning Strategy & Process
- Optimizing the Private Label Process
- PLM System Design and Implementation
- Retail Pricing Initiative
- Sourcing Strategy
- Store Inventory Management Assessment
- Store Operations Assessment
- Supply Chain Strategy
- Supply Chain Systems Assessment
- Training Design, Development & Delivery

Research

- Cross-Channel Tech Trends Study
- Evolution of Retail Merchandising & Marketing Study
- Getting Back to Good Pricing
- International Retailing Study - Going 'Glocal'
- PLM is Key to Transparency
- The Big Deal About Big Data in Retail
- Synchronizing Marketing & IT in the Era of Omnichannel

online learning

We offer a retail specific eLearning content that is appropriate for entry-level to seasoned retail professionals. Our objective is to help individuals improve their personal knowledge and skills to make them more successful.

Benefits:

- Learn the Basics of Retailing
- Learn Your New Role Faster
- Improve Your Individual Performance
- Build Upon Industry Leading Practices
- Increase Consistency Across Your Business
- Understand Retail Organizations and Processes
- Increase Your Employees' Morale and Retention Rates

Sample Courses



100 Courses



200 Courses



300 Courses

- Basics of Retail Buying
- Basics of Retail Planning
- Basics of Assortment Planning
- Basics of Merchandise Allocation
- Basics of Product Development
- Basics of Price Management
- Conducting a Line Review
- Understanding Merchandising Math
- Conducting a Weekly Performance Review
- Managing the Private Label Process
- How to Prepare for and Conduct an Effective Store Walk
- Understanding Product Sourcing
- Defining Your Merchandising Strategy
- Outlining Your Assortment Strategy and Targets
- Identifying Price Improvement Opportunities
- Understanding Products from Concept to Shelf

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