



Terri Rawson

CMO

About Terri

Understanding that brand and business are inextricably connected, Terri accelerates business growth by identifying and defining the core principles, unique position, and differentiating proposition of a brand. She leverages those attributes, along with critical customer and marketplace insights, to develop an integrated, cross-functional strategic roadmap that unifies internal teams and drives measurable business performance. Highly experienced across all areas of brand marketing, Terri leads teams in B2B/wholesale and B2C/retail entrepreneurial, private, and public companies, from start-ups to multi-billion-dollar, brand portfolios. Recognized for her expertise in positioning fashion, footwear, lifestyle, luxury and retail brands, she also transforms the position and performance of higher education and social service non-profit organizations.

How Terri has Helped Businesses Grow

- Led the multi-billion-dollar Brown Shoe Corporation to its most profitable fiscal year in 130 years as a primary member of the leadership team. Repositioned each footwear brand in the portfolio (wholesale, retail, and DTC). Created three-year strategic plans for each business unit across the organization after commissioning a year-long quantitative and qualitative segmentation study to better understand the \$100 billion footwear consumer landscape.
- Exceeded FY corporate revenue goal by 325% rebranding and repositioning the Two Ten Foundation, the U.S. footwear industry's 82-year-old foundation, to create relevance and increase engagement with the industry's next generation.
- Repositioned the Fashion Institute of Technology (FIT) to achieve its vision to be recognized and revered as an innovative institution that develops extraordinary talent for the business of the creative industries at Brand & Soul.

Executive Marketing Experience

- Chief Marketing & Development Officer, Two Ten Footwear Foundation
- SVP, Brand Strategy, Lividini & Company
- Chief Brand Officer, Principal, Brand & Soul, LLC.
- SVP, Global Marketing, Brown Shoe Corporation
- VP, Global Brand Marketing, Rockport Division, Reebok, International
- VPt, Brand Marketing, Keds Division, Stride Rite Corp.
- VP, Marketing, The Sak

Expertise

Industry Experience

- Retail
- Wholesale
- Consumer
- Consumer Goods
- Fashion
- Luxury
- Lifestyle

Specialties

- Market/Consumer Insight
- Brand Strategy/Refresh
- Positioning & Messaging
- Strategic Planning
- Integrated Marketing Communications

Education

- BA, San Jose State University

Contact Information

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