

# Ian Beers

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*An accomplished leader, coach, and mentor focused on aspirational brand-building at both the corporate and multi-unit store-levels.*

## Experience

J.Crew, 2015-Present

### **Market Director - Ohio | Columbus, OH | 2016-Present**

- Multi-Store Director responsible for building and developing team of more than 150 managers and associates in the six stores across the state of Ohio.
- Drive over \$18M in sales by providing thoughtful leadership, demonstrating strategies, and adapting plans to move the business forward by pushing team to think differently.

### **Store Director | Columbus, OH | 2015-Present**

- Simultaneously responsible for leading the highest-volume store in the Ohio Market.

EXPRESS, 2003-2015

### **Store Manager | Westlake, OH | 2013-2015**

- Multi-Store Visual Lead for the Cleveland/Akron District. Partnered with eleven stores to develop next-level leadership in the Brand function through hands-on training.
- Led Crocker Park store team in strategic and operational initiatives that drove results by creating an exceptional customer experience, consistently achieving the #1 conversion and highest Overall Experience growth in the market.

### **Brand Co-Manager | Westlake and Strongsville, OH | 2010-2013**

- Managed the visual preparation for high-level leadership visits of five stores in the Cleveland, Columbus, Dayton, and Toledo markets.
- As Acting Store Manager, delivered +10% comps (the top performing store in the market) while achieving the highest Overall Experience.

### **Visual Communications Coordinator | Columbus, OH - Home Office | 2008-2009**

- Conceptualized and created the Store Experience Brand Guide, a monthly guide directing over-arching visual theories and marketing elements that create the brand experience. Conducted store visits to observe implementation and gain insight around areas of opportunity to improve visual direction sent to the field.
- Photographed and authored all dual-gender communication - including Brand Guides, test documents, and emails - sent to all stores in the brand's fleet.

### **Brand Co-Manager | Strongsville, OH | 2003-2008**

- Managed the visual execution of eight stores' conversions from single-gender to dual-gender and new store opens in the Cleveland, Akron, Youngstown, and Buffalo markets. Worked with the Home Office Visual team to develop floor sets rolled out to total company.
- Partnered with stores in the market to advise on staging and execution of floorsets.

## Education

**Ohio University | Athens, OH | 2000-2004**

Scripps College of Communication

School of Media Arts and Studies

Bachelor of Science in Communication