

# Myra Loveday

335 Mapletree Drive Knoxville, TN 37934

865-696-9420

mloveda4@utk.edu

## Professional Summary

Offers competitive retail strategy expertise adding value to any organization while looking to create opportunities for growth and industry impact. Leader with a self-driven entrepreneurial spirit and team player attitude. Recognized ability to develop and enter new ventures with innovative strategies in highly competitive and fast markets.

## Experience

**University of Tennessee, Retail and Consumer Science Department** **2014 - Present**  
Knoxville, Tennessee

### Associate Director and Lecturer of Practice, Rocky Top Institute

- Instruct upper-level students with a real-world approach to 360-degree perspective retail business strategies, concept and consumer science insights, product development, brand management, digital and sales strategies.
- Develop brand, product and business initiatives with student designs in the mass and specialty marketplace.
- Partner with the University, donor sponsors and retail industry professionals to continue growth and success of the Rocky Top program while preparing students to advance their career with practical skills and experience.

**Radio Systems Corporation-Pet Products Manufacturer** **2007 - 2014**  
Knoxville, Tennessee

### Category Manager/Strategic Business Unit Manager: Owned \$21M

- Successfully led a corporate acquisition through Board of Director corporate value presentations, pre and post due diligence, 100+Day Plan and multi-city transition management. Added \$16M to top line revenue.
- Managed P&L, budgets, business plans, growth and exit strategies exceeding SALES and EBITDA goals (2008, 2009, 2011, 2013) from +2% to +94% increases.
- Personally received *Top 10 New Pet Products Award* in 2013 for best pet product launched at Pet Expo from Marty Becker, Good Morning America resident veterinarian and pet behaviorists.
- Product Development multiple categories. Co-Inventor of two approved patents: US and International – Patent #2014/0069,343 and Patent #2014/0033,989.
- Accomplished global product roadmaps, consumer digital experience initiatives, relationships with China engineering office, global contract manufactures, sales and marketing teams: Focus: US, Asia and UK
- Led product category marketing and training, product launches, corporate retail presentations, trade show objectives, photoshoots, packaging and consumer research.

**Category Manager, Multi SBU categories** 2009 - 2014

**Senior Marketing Specialist, Lifestyles SBU** 2007 - 2009

**Saks, INC. – Mid-Tier Department Store Group (Proffitt's/McRae's)** **2000 – 2005**  
Maryville, Tennessee & Manhattan, New York

### Top Volume Buyer of Fashion, Luxury & Accessories: Owned \$26M

- Exceeded multiple corporate business goals and awarded honors for leading company in SALES, GROSS MARGIN and GMROI in specific categories (2000, 2001, 2002, 2003, 2004 and 2005) from +1% - +140.5%
- Received *Buyer of the Year 2004* out of 65 buyers: Exceeded corporate goals on SALES and GMROI profits.
- Received *Most Innovative Award 2003* corporate award and featured in *ACCESSORIES* magazine.

**Senior Assistant Buyer** 2001 – 2002 Better Sportswear, Contemporary Brands and Denim

**Assistant Buyer** 2000 - 2001 Collegiate Athletic Categories

## Boards & Education

- Marketing Department, Board of Directors, Farragut High School, Knoxville, Tennessee
- Rocky Top Institute- Retail & Consumer Science, Board of Directors, University of Tennessee
- The University of Tennessee, Haslam College of Business, Professional MBA grad. date 12/2020
- National Association of Professional Women, member, 2016
- The University of Tennessee Executive Excellence Training Program, 2008
- SAKS, Incorporated Corporate Executive Training Program - 2000
- University of Tennessee, Knoxville - Graduate 1999  
Bachelor of Science - Retail and Consumer Sciences and Minor: Business