

**Myra Loveday**  
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**Professional Objective & Summary**

Offers proven retail expertise adding value to any organization while looking to create opportunities for growth and impact. Business development professional with a self-driven entrepreneurial spirit. Recognized ability to develop and enter new ventures with innovative strategies in highly competitive markets. Exceptional communicator, executive level management skills, superior problem- solving abilities, mentor and educator from higher-level academia to industry consultant.

**University of Tennessee, Retail and Merchandising Management, RHTM** **2014 - Present**  
Knoxville, Tennessee

**Director, Retail Strategy & Lecturer of Practice**  
**UT Creamery & Rocky Top Institute**

- Manage and facilitate UT Creamery retail business as a student experiential retail and academia platform in collaboration with UTIA Food Science department.
- Published; Experience-based learning; exploring meaningful outcomes for students in retail and fashion – International Journal of Fashion Design, Technology and Education, March 2020.
- Instruct undergraduate students with a real world approach to retail business, product development, licensing, brand management, and entrepreneurship. Current: RMM 320 Product Development, RMM 346 Retail Operations Management, RMM 495 Rocky Top Institute Fellowship classes. Past: RMM 411 Entrepreneurship
  - Develop brand, product and business strategies with student-led 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, preparing students to enter their career with practical industry skills and experience.

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

**Category Manager/P&L Business Development Manager**

- Successfully lead a corporate acquisition through due diligence, 100+Day Plan and multi-city, office closing/staff management. Added \$16M to top line revenue.
- Exceeded SALES and EBITDA goals (2008, 2009, 2011, 2013) from +2% to +94%
- Received award for developing one of the Top 10 New Pet Products in 2013 at the Pet Products Expo in Orlando from Marty Becker, Good Morning America resident vet.
- Co-Inventor of US and International Patents: USPTO Patents #2014/0069,343 and 0033,989.
- Global business development to expand consumer product business programs, sales and marketing in focal areas: China and UK.
- Extensive travels in North America to promote training, new products, client relationships, trade shows, sales team morale and consumer research.

**Promoted to Category Manager, Role of Business Development** **2009 - 2014**  
**Senior Marketing Specialist** **2007 - 2009**

**Saks, INC. – Department Store Group** **2000 - 2005**  
Manhattan, NY/Maryville, Tennessee

**Top Volume Fashion Buyer Accomplishments** **2002 – 2005**

- Exceeded several corporate goals and received awards for SALES, GROSS MARGIN or GMROI in specific categories (2000, 2001, 2002, 2003, 2004 and 2005) from +1% - +140.5%
- Buyer of the Year 2004: Top Performer to exceeded SALES, GROSS MARGIN and GMROI.
- Received award for Most Innovative during 2003 corporate awards ceremony.

**Senior Assistant Buyer** **2000 - 2002**

**The Bombay Company****1997 - 2000**

Knoxville, Tennessee

**Store Sales Manager & New Store Trainer**

- Managed store responsibilities, drove sales goals and minimized loss.
- Traveled to open new store, train managers and staff on new procedures.

**Accomplishments**

- Exceeded several awards for SALES, MARGIN AND CUSTOMER CARE SCORES
- Assisted in opening new stores and training new staff

**Education and Training**

- University of Tennessee, Knoxville – Masters Graduated 2020  
MBA; Professional MBA Haslam School of Business
- IRB conduct research certificate, 2018
- New Horizons Training, Knoxville, Tennessee – 2013 Advance Word, Excel, Power Point & Project Management Program
- New Horizons Training, Knoxville, Tennessee – 2011 @Task and Program Management Program
- University of Tennessee Executive Excellence Training Program, Knoxville – 2008
- SAKS, INC Executive Training Program - 2000
- University of Tennessee, Knoxville - Graduated 1999  
BS; Major: Retail and Consumer Sciences and Minor: Business