

# I'm Matthias

## VICE PRESIDENT, VISUAL MERCHANDISING AND RETAIL EXPERIENCE

### MATTHIAS SPANKE

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## PROFILE

Has shaped the brand experience of 100+ leading retailers worldwide as a retail and visual merchandising expert for more than 20 years. Expertise includes the development and implementation of creative and innovative success strategies for trendsetting in-store brand experiences. Driven by a strong sense of aesthetics and the ambition to continually develop new strategies. Constantly focused on continuously reinventing the customer experience. Author of numerous trade journal articles and three bestselling industry books published in various languages worldwide. The latest book, „Retail Isn't Dead – Innovative Strategies for Brick and Mortar Retail Success,“ was released in 2020. Inspires retail experts as a keynote speaker in their search for new solutions to the challenges of this day and age.

## CORE COMPETENCIES

Retail consulting and visual merchandising  
Highly innovative and very creative  
Trend research and analysis  
InDesign, Photoshop, MS Office  
Bilingual in English and German

Strategy development, design, and roll-out  
Project management and process optimization  
Many years of experience managing international teams  
Training, workshops, and presentations  
Budget control, profit and loss analysis

## PORTFOLIO, BOOK PUBLICATIONS, INTERVIEWS, VIDEO CLIPS

Website portfolio  
Book publications  
Book promotional video  
Interview, Sportswear International, March 2020  
TV interview (in German), April 2020

## PROFESSIONAL EXPERIENCE

### Vice President, Visual Merchandising and Retail Experience

BIG IDEAS Visual Merchandising Inc. | Miami, FL, USA | July 2017 – present  
BIG IDEAS Visual Merchandising GmbH | Cologne, Germany | June 2018 – present  
BIG CAREERS Retail Recruitment | Cologne, Germany | October 2019 – present

- Founding, development, and management of full-service agencies for retail consulting, visual merchandising, and recruitment
- Clients: Atomic, Bang & Olufsen, Bergans, Bogner, Cartier, Depot, Didriksons, Esprit, Gerry Weber, Hugo Boss, Jil Sander, KiK, Lerros, Louis Vuitton, Manor, Marc O'Polo, Mercedes Benz Style, Omega Watches, Peek & Cloppenburg, Porsche Design, Rodenstock, Rosefield Watches, Salomon, Tally Weijl, The North Face, Thomas Sabo, Victorinox, and many more.
- Research and analysis of target groups and retail trends
- Retail consulting with the objective of defining pain points in customer experiences and replacing them with a positive customer experience
- Design, production, and global roll-out of innovative window and in-store designs
- Development of visual merchandising guidelines to implement global strategies consistently and successfully at a local level at all locations worldwide
- Leading of workshops and specialist presentations in the US and Europe on trends and success strategies for retail, store design, and visual merchandising
- Development of an executive search division that was further developed into the independent agency BIG CAREERS Retail Recruitment in 2019
- Management and coaching of twelve permanent employees in the US and Europe and of more than 200 freelance employees worldwide

### Career Highlights:

- Design of the current Victorinox branding campaign as a window, in-store, and pop-up design for all product ranges across all physical distribution channels
- Design, production, and implementation of the Cartier holiday windows 2020 in Europe
- Development of an outsourcing concept for AMER Sports that allowed 50 percent of visual merchandising costs to be saved
- Establishment of a real-time reporting and communication platform for over 5,000 visual merchandising installations in more than 30 countries at over 1,500 locations annually
- Design of new visual merchandising strategies for all fashion divisions of the Swiss department store chain Manor AG, which led to a 15 percent increase in sales during the test phase and was subsequently implemented at all 60 Swiss department stores
- Simultaneous monthly implementation of all Bang & Olufsen windows worldwide

## ...PROFESSIONAL EXPERIENCE

### Vice President, Creative Director of Visual Merchandising

MACY'S INC. | New York, NY, USA | April 2016 – July 2017

- Responsible for the strategy and design of visual merchandising for 605 stores in the US
- Development of innovative and creative concepts, techniques, and standards as store guidelines to provide a unique customer experience
- Research and analysis of retail and visual merchandising trends to continually inspire the team and keep it up to date
- Developing and coaching of a team of ten direct reports that included seven creative directors, a director of store-wide marketing, a graphic design director, a purchasing director, and two assistants
- Management of a multi-million budget with absolute accuracy and maximum efficiency

#### Career Highlights:

- Introduction of a four-step creative process consisting of 1. Creative brief, 2. Research and analysis, 3. Brainstorming, and 4. Design, to increase conceptual creativity and innovation
- Development and introduction of an annual creative calendar that was deployed across all departments for Fashion Office, Marketing, and Purchasing to extend the production period for marketing materials and thus reduce production costs by over 20 percent
- Reorganizing the production of marketing materials for the Christmas season made it possible to provide stores with four times as much marketing materials as in previous years for the same budget
- 4th quarter guidelines for implementation at stores were reduced from 2,000 pages to 1,400 pages as the result of a realignment, which reduced the workload for designers and creative directors by 30 percent

### Chief Executive Officer, Creative Director, and Founder

INSPIRED Visual Merchandising GmbH | Cologne, Germany | August 2009 – March 2016

- Founding, development, and management of a full-service agency for retail consulting and visual merchandising
- Clients: Adidas, Apple, Asics, Beeline, Benetton, Breuninger, Burda, Cybex, Desigual, Diesel, Douglas, Escada, Esprit, Galeria Kaufhof, Gebr. Heinemann, Globetrotter, Gravis, Hirmer, Hugo Boss, Hummel, Jil Sander, KiK, Lacoste, Laurèl, Longchamp, Marc Cain, Mercedes Benz Style, Mobilcom Debitel, Nike, Odlo, Pearl Izumi, Peek & Cloppenburg, PME Legend, Porsche Design, Prada, Reno, Replay, Rich & Royal, Rimowa, Rodenstock, Shimano, Takko, Tally Weijl, Tommy Hilfiger, Triumph, Value Retail, WE Fashion, Woolrich, Wornland, and many more.
- Consulting, design, production, training, and implementation of visual merchandising concepts throughout Europe
- Developing and coaching of six permanent employees and around 100 freelance employees throughout Europe

#### Career Highlights:

- Development of a visual merchandising concept for the chain store KiK, which was initially tested at 20 locations and led to an 18 percent increase in sales; subsequent roll-out to all 3,500 stores throughout Europe
- More than 4,000 visual merchandising installations annually in Europe
- Project management in Paris for six months to develop a new branding concept for over 900 Tally Weijl stores
- Development and design of visual merchandising concepts and guidelines for Porsche Design, which were translated into multiple languages and implemented worldwide
- Implementation of the shop window decorations for Douglas, the European market leader in fragrances
- Design, production, and implementation throughout Germany of Apple store windows
- Design of window and in-store concepts for various product ranges for Galeria Kaufhof, Germany's largest department store chain
- Design, planning, project management, and implementation of 20 store remodeling projects annually of Galeria Kaufhof, Germany's largest department store chain

### Senior Director of Visual Merchandising

UNITED Visual Merchandising GmbH | Düsseldorf, Germany | September 2007 – July 2009

- Development and management of a visual merchandising agency operating throughout Europe
- Clients: Ben Sherman, Burberry, Coccinelle, Garcia, Guess, Lascana, Puma, Ralph Lauren, Seidensticker, Tom Tailor, Tommy Hilfiger, Triumph, and many more
- Developing and coaching of 15 permanent employees

### Head of Creative Services

Tchibo GmbH | Hamburg, Germany | March 2007 – August 2007

- Department head for store design, product presentation, and decoration of around 1,300 stores and over 20,000 shops throughout Europe
- Responsible for the design of all print magazines in the non-food sector



## EARLIER CAREER

### Global Head of Visual Merchandising

TALLY WEIJL | Basel, Switzerland | May 2003 – February 2007

### Global Head of Visual Merchandising

TOM TAILOR GmbH | Hamburg, Germany | November 2002 – April 2003

### Head of Visual Merchandising | September 2001 – October 2002

### Team Leader of Visual Merchandising | July 1999 – August 2001

### Area Window Dresser | April 1997 – June 1999

Jean Pascale GmbH | Hamburg, Germany | April 1997 – October 2002

### Window Dresser | Germany-wide Opening Team

H&M Hennes & Mauritz GmbH | Hamburg, Germany | October 1995 – March 1997

## EDUCATION

### Master's Degree in E-Commerce & Online Marketing

Master of Science Degree in E-Commerce & Online Marketing | occupational distance learning

University of Applied Sciences of Burgenland - Austrian Institute of Management | Eisenstadt, Austria | September 2020 – May 2022

### Bachelor's Degree in Visual Merchandising

Diploma in Visual Merchandising from the Chamber of Industry and Commerce | Equivalent to Bachelor's degree  
Vocational School of the city of Osnabrück | Osnabrück, Germany | August 1995

### Diploma in Design from Technical College

Vocational School of the city of Osnabrück | Osnabrück, Germany | August 1993

## PROFESSIONAL AFFILIATIONS

### Examination Committee for the Qualification of Visual Merchandiser

Chamber of Commerce and Industry in Germany

## BOOK PUBLICATIONS

**Spanke, M.** (2020). Retail Isn't Dead | Palgrave Macmillan, United States

**Spanke, M.** (2020). Retail Isn't Dead | Deutscher Fachverlag, Germany

**Spanke, M.** (2020). Retail Isn't Dead | Geulhangari, South Korea

**Spanke, M.** (2020). Retail Isn't Dead | China Science and Technology Press Co., China

**Spanke, M.** and Löbbel, S. (2015). Easy Branding in Fashion Retail | Deutscher Fachverlag

**Spanke, M.** and Löbbel, S. (2012). Erfolgreiches Visual Merchandising [Successful Visual Merchandising] | Deutscher Fachverlag

## PRESENTATIONS

**Spanke, M.** (October 2020). "Retail Isn't Dead – Innovative Strategies for Brick and Mortar Retail Success"

Keynote Speaker at the Omni Channel Forum 2020, Switzerland

**Spanke, M.** (August 2020). "Retail Isn't Dead – Online Advantages as a Success Strategy for Offline Retail"

Keynote Speaker at the Digital Conference "Love Your Customer – Build Your Brand", dfv Conference Group, Germany

**Spanke, M.** (February 2020). "Retail Isn't Dead – Innovative Strategies for Brick and Mortar Retail Success"

Keynote Speaker at the EuroShop 2020 Trade Fair, Düsseldorf, Germany