

NATHAN FRALEY

Executive Creative & Merchandising Leader

913-669-8228 | nate@ronchampcreative.com | www.ronchampcreative.com

ABOUT ME

Visionary retail and merchandising executive with over 20 years of progressive experience leading global and regional product strategy, assortment curation, and brand storytelling across omni-channel environments. Expert in connecting financial and merchandising objectives to drive growth and innovation. Recognized for developing high-performing teams and delivering category-defining product experiences through insight-driven design, operational excellence, and cross-functional leadership in matrixed organizations. Adept at transforming consumer insights into actionable product strategies that enhance brand equity and accelerate profitability.

SKILLS

Strategic & Financial: Merchandising Strategy · Assortment Planning & Curation · P&L Ownership & Financial Strategy Alignment · Omni-Channel Go-to-Market Strategy · Line Architecture & Seasonal Product Briefs

Creative & Brand: Product Development & Packaging Design · Brand Storytelling & Visual Merchandising · Consumer Research & Trend Analysis · Tradeshow & Store Design

Leadership & Collaboration: Cross-Functional Leadership in Matrixed Environments · Vendor & Licensee Partnerships · Strategic Marketing Alignment · Team Leadership & Development · Problem Solving & Innovation

WORK EXPERIENCE

DEMDACO

Vice President of Product & Brand / Director of Creative Services | 2018 – Present

- Lead end-to-end merchandising strategy, from seasonal product briefs and line architecture to assortment planning and cross-category integration for over 8,000 SKUs across hardlines and softlines.
- Curate consumer-centric product assortments aligned with strategic intent, delivering revenue growth and enhancing brand expression across B2B and B2C channels.
- Accountable for a multi-million-dollar departmental budget, product gross margin, and project P&L, partnering with finance and planning to set annual operating plans (AOP) and maximize net operating income (NOI).
- Analyze the retail landscape and leverage trend forecasting tools (WGSN, Trend Bible) and consumer insights to inform merchandising strategies and identify new business opportunities.
- Build and optimize go-to-market (GTM) processes, collaborating with cross-functional teams (Product Development, Sales, Supply Chain) to operational clarity using continuous improvement methodologies.

- Actively engaged in the Global Supply Chain strategy, ensuring factories and capabilities are diversified to minimize the impact on international tariffs.
- Lead and mentor multi-disciplinary creative teams (product design, visual merchandising, graphics, copywriters, digital), fostering a culture of innovation and accountability.
- Develop integrated marketing and storytelling strategies across omni-channel platforms including catalogs, showrooms, e-commerce, and marketplaces.
- Create and apply brand style guide to ensure a consistent brand expression anywhere colleagues or customers encounter the brand.
- Serve on the Executive Leadership Team to ensure mutually identified goals and Key Performance Indicators (KPIs) are met.
- Manage efforts to gain ongoing consumer insights through qualitative and quantitative research and analysis, then applying the findings to growth strategies.
- Design and manage the build-out of retail concepts and showrooms to leverage consumer insights for future product solutions and services.

MISSOURI STAR QUILT CO.

Creative Director | 2015 – 2018

- Managed the creative process and overall quality of work produced by the MSQC Creative Studio, including graphic design, writing, publishing, photography, video production, store design, visual merchandising, and product development.
- Created and managed the new brand style guide and aesthetic positioning, while maintaining the essence of the brand that the customers expected.
- Directed product curation and merchandising storytelling across multiple retail locations, ensuring consumer-centric assortments and experiences supported growth strategies.
- Led the creative team in seasonal go-to-market initiatives, translating sales objectives into cohesive product strategies and creative activations, including the launch of direct mail catalogs.
- Designed and launched over 15 retail shops and restaurants, curating assortments and visual experiences to align with evolving brand aesthetic.
- Conducted consumer trend analysis and hindsight reviews, adapting product and marketing strategies to drive revenue growth using Agile methodologies.
- Built a new creative department during a period of rapid expansion, establishing cross-functional processes and mentoring emerging talent.

HALLMARK CARDS INC.

Senior Project Lead, New Store Concepts / Visual Merchandising Manager | 2006 – 2015

- Led cross-functional merchandising and design teams to develop and execute over 400 rebranded corporate store environments, aligning merchandising strategy with brand and financial objectives.
- Collaborated with buyers, merchants, planners, and designers to deliver differentiated tiered assortment strategies across multiple retail formats.

- Launched a visual enhancement program utilizing a segmented investment strategy for independent store owners, improving store presentation and brand consistency.
- Spearheaded Keepsakes visual merchandising initiatives that increased sales by nearly 30% in one year, leveraging innovation, key item focus, and ease of execution.
- Designed large interactive merchandising experiences for major trade shows, including San Diego Comic-Con, showcasing brand storytelling and consumer engagement.

RESTORATION HARDWARE

Regional Market Merchant / District Visual Merchandising Manager | 2001 – 2006

- Created corporate visual merchandising directives for 100+ locations, ensuring assortment alignment and storytelling supported rebranding initiatives.
- Led district visual teams to implement go-to-market presentations that improved product sell-through and positioned the Florida District as the highest comping in the company.
- Developed training materials and coached district visual teams on seasonal floor sets.
- Oversaw visual merchandising strategy for 50+ store openings and remodels, aligning new layouts and assortments with evolving corporate strategy.

EDUCATION & CERTIFICATIONS

Bachelor of Science, Liberal Studies | University of Central Florida | 1996 – 2000

Lean Six Sigma Green Belt Certification

AWARDS

- PIA MIDAMERICA GRAPHEX AWARDS
Best of Category – Internal Communications, 2024 (DEMDACO)
- TOTAL HOME & GIFT MARKET BEST VISUAL PRESENTATION AWARDS
Best Visual Presentation, 2022 (DEMDACO)
- FORBES MAIN STREET AWARD
Best Brick-and-Mortar Adoption of E-Commerce, 2017 (Missouri Star Quilt Co.)
- CROWN OF EXCELLENCE
Excellence in Leadership & Business Growth, 2013 (Hallmark Cards, Inc.)
- POPAI OMA (Outstanding Marketing Achievement)
Gold Award, Semi-Permanent Display, 2012 (Hallmark Cards, Inc.)
- POPAI OMA (Outstanding Marketing Achievement)
Display of the Year, Semi-Permanent Category, 2012 (Hallmark Cards, Inc.)
- RH (REAL HERO) AWARD
Honored for Superior Management & Results, 2006 (Restoration Hardware)