RISHI GOPAUL, MBA

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General manager who has run consumer businesses from every seat at the table: buyer for Bloomingdale's, seller into 66 accounts across 12 channels, sourcing lead on a $170M+ portfolio, and head of a $62M global division across North America, Europe, and Latin America. Grows revenue, protects margin, and builds teams that hold the number.

CAREER HIGHLIGHTS

- **Owned $62M global P&L** for merchandising and enterprise commerce division, driving revenue growth, margin improvement, and expansion across North America, Europe, and Latin America while **leading 23-person global team.**
- **Established and expanded enterprise partnerships with global clients including PepsiCo, Mastercard, Atlassian, and Uber,** growing strategic accounts and global programs across multiple regions.
- **Introduced technology-enabled B2B commerce platforms** integrating product design, manufacturing, and global distribution, creating scalable procurement programs and high client retention.
- **Transformed procurement operations across the Americas overseeing $170M+ in enterprise spend, generating $1.4M in incremental profit** via supplier consolidation and sourcing optimization.
- **Delivered 23% revenue growth over eight years and improved EBITDA** at Lapine while leading national sales and merchandising strategy and **securing partnerships with Target, Walmart, Amazon, Wayfair, Macy's, Crate & Barrel, Home Depot, and Lowe's.**

- General Management & P&L
- Merchandising & Assortment
- Wholesale & Key Accounts
- Inventory & Demand Planning
- Supplier Strategy & Governance
- Global Sourcing & Supply Chain
- Brand Partnerships & Collaborations
- Revenue & Margin Growth
- Commercial Strategy
- Enterprise Client Partnerships
- B2B & Digital Commerce
- International Expansion
- Building Global Teams
- EBITDA Improvement
- PE-Backed & Post-Acquisition Growth
- Cross-Functional Leadership

CAREER HISTORY & LEADERSHIP IMPACT

adm Indicia / adm Group – New York, NY | acquired Lapine in 2022

Vice President, Global Merchandising & Promotional Products Division **2025 – 2026**

- Led a $62M global merchandising and enterprise commerce division with full P&L responsibility, overseeing a globally dispersed 23-member team and driving revenue performance across North America, Europe, and Latin America.
- Managed enterprise partnerships with clients including PepsiCo, Mastercard, Atlassian, Uber, NYU Langone Health, Unilever, Lindt, and Save the Children, delivering global merchandising programs.
- Expanded key client programs internationally by growing previously U.S.-only accounts into Canada, Mexico, and Europe, increasing revenue opportunities and establishing multinational operating models.
- Built B2B commerce platforms that let employees worldwide order branded merchandise through one system, improving retention; ran digital marketing campaigns that drove a 26% click-through rate and 72% cart conversion, up 22%.
- Replaced generic promotional products with client-specific product design, improving quality and brand alignment and lifting program revenue 32% over 12 months, with higher average order value and gross margins.

Vice President, Procurement – Americas **2022 – 2025**

- Directed the procurement strategy across the Americas, overseeing a $170M+ sourcing portfolio inclusive of merchandise manufacturing, print production, and global supplier networks.
- Inherited a fragmented supplier base; built the supplier strategy and a governance framework adopted globally, then led the consolidation and renegotiations that generated $1.4M in incremental profit.
- Negotiated strategic supplier agreements that improved pricing, rebate structures, and margins across multiple categories.
- Built QA teams across APAC, EMEA, LATAM, and North America, managed through supplier scorecards.

Lapine (acquired by adm Group) – Stamford, CT

Vice President, Sales & Marketing (2016 – 2022) | Director of Brand Strategy (2014 – 2016) **2014 – 2022**

- Led a $60M merchandising and brand strategy business, overseeing national sales, product development, merchandising strategy, and multi-channel distribution across retail and enterprise incentive markets.
- Directed cross-functional teams across sales, merchandising, marketing, supply chain, and product development, managing brand partnerships including Weber, Blu Dot, Cuisinart, Patagonia, The North Face, Samsung, Garmin, and Rio Beach, among others.
- Increased revenue 23% over eight years while improving EBITDA by expanding commercial distribution, solidifying retail partnerships, and improving operational execution.
- Sat in on Lapine board meetings and served on the senior team through adm Group's acquisition of Lapine in 2022.
- Opened Home Depot, Lowe's, Wayfair, Amazon, Kroger, and Albertsons, and grew Target, Walmart, Macy's, and Crate & Barrel, accelerating product distribution across major retail channels.
- Established incentive and loyalty channel partnerships supporting employee recognition and rewards programs for organizations including American Express and major airline programs.

ADDITIONAL NOTABLE EXPERIENCE

Bloomingdale's – New York, NY | Executive Leadership Program to Buyer **2001 – 2007, 2008 – 2014**

- Advanced from the Executive Leadership Program through department manager, assistant buyer, senior assistant buyer, associate planner, and planner to buyer, negotiating pricing and margin with global consumer brands.
- First year as Tabletop & Silver buyer ($21M): revenue +12%, margin +3 pts; promoted within a year to the $28M Cookware, Cutlery, Gadgets, and Food & Candy business.

The Container Store – New York, NY | Retail Operations Leadership **2007 – 2008**

- Led operations for the flagship Manhattan location, increasing store profitability by prioritizing the company's highest-margin Elfa storage system and replicating the model across other New York locations.

ACADEMIC APPOINTMENTS

Fashion Institute of Technology (FIT) – State University of New York, New York, NY
Adjunct Assistant Professor, Fashion Business Management **2022 – Current**

- Co-designed FM330: Data Insights & Fashion Analytics course, instructing students on data-driven merchandising, digital commerce, and consumer decision frameworks.
- Mentor undergraduate students and collaborate with industry partners including Macy's, Saks, Walmart, Stitch Fix, and poppi, connecting academic learning with real-world retail and commerce practices.

BOARD & PROFESSIONAL AFFILIATIONS

A Better Chance | National Advisory Council Member
Promises Church | Advisor

EDUCATION & CERTIFICATIONS

Doctoral Coursework, Apparel, Merchandising & Design | Iowa State University

Harvard Business Analytics Program | Harvard Business School

MBA, Entrepreneurship | Syracuse University

BA, Mathematics | New York University

Certifications from Anthropic & Harvard Business School AI Institute: AI Strategy | Generative AI in Marketing | AI Product Management | AI in Finance | Claude Platform | Claude Code | Teaching the AI Fluency Framework