

Advisor in Direct Commerce

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Strategic Insights into Your Direct Commerce Problems

What's the fundamental problem?

Often the problem we solve only shifts the obstacles from one place to another.

Together, you and I can dig into the problem and find the real solutions, especially in the areas of:

- Program/Project Management
- Ecommerce Marketing & Operations
- Mergers & Acquisitions
- Profitability Improvements
- Operations Strategies
- Staff Development

What's the plan? How do we get it done? These are the two critical questions that require answers to move anything forward -- business, mission, campaign, life

Real Help Finding and Executing Solutions

Often the key to finding the right answer is to find the right question. Here are the areas where I may be able to help you find both:

- **Program / Project Management**
 - New product launches
 - New business launches
 - Direct marketing campaigns
 - Online marketing campaigns
- **Ecommerce Marketing & Operations**
 - Order management
 - Fulfillment, distribution
 - Customer care management
 - Billing, payment processing
 - Key Performance Indicators
- **Mergers & Acquisitions**
 - Due diligence assessments
- Integration & consolidations
- Transition management
- **Profitability Improvements**
 - Process improvements
 - Transportation Management
 - Cost avoidance
- **Operations Strategies**
 - Facility consolidations
 - Outsourcing & Insourcing
 - Service Level Agreements
- **Staff Development**
 - Mentoring
 - Training

Successful Projects

- Order Management Review, Evaluation & Selection, Skybridge Marketing Group, 2009
- Target Market Research for Litle & Co, 2008
- Strategy, Acquisitions, Operational Improvements for Kable Product Services, a subsidiary of Kable Media Services, 2008-2009
- Vendor Selection and Transition Management for Direct Holdings Americas (dba Time-Life), a subsidiary of The Readers Digest Association, including fulfillment, customer service, order management, ecommerce site management, 2006-2007.
- Parcel Shipping Solution strategy, CDS Global, 2007
- Ecommerce business plan for NewRoads, 2006
- Distribution Network Review, Analysis and Recommendations for Nautilus, 2006
- Value Chain Analysis for NewRoads, 2005
- New Product Development for NewRoads, NewRoads Chauffeur (parcel shipping solution), 2004
- New Product Development for NewRoads, NewRoads Customer Concierge, 2001
- Pricing Model for NewRoads, 2000-2005
- Due diligence for acquisition of fulfillment services company, 2000
- Image-based Item Processing System for AB&C Group, 1998
- Organizational development initiative for AB&C Group, 1998
- Closed Loop lead management system for Compaq Computer Corporation, 1997
- Software distribution system for America Online, 1995
- Launched merchandise catalog for the National Republican Congressional Committee, 1990

Successful Contract Negotiations

- Alloy Marketing
- American Eagle Outfitters
- American Express
- APX Logistics
- Avon Products
- Bluefly
- Chicos FAS
- DHL Smart & Global Mail FedEx
- French Toast School Uniforms
- Godiva Chocolatier
- Johnson & Johnson
- Keurig Premium Coffee Systems
- Kmart Holding Corporation
- K&N Engineering
- Limited Brands
- L L Bean
- Masterfoods
- Pier I Imports
- Procter & Gamble Distributing Company
- Restoration Hardware
- TJX Companies
- Zales Corporation

Successful negotiation is a pivotal business skill. These are just a few of the companies with whom I've completed successful negotiations.

Industries Served

- Apparel / Fashion
- Health & Beauty
- Consumer Packaged Goods
- Food
- Gifts
- Home Furnishings & Appliances
- Replacement Parts

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