

**Nicolette R. Leiby**

(913)708-4768 | [nleiby@missouri.edu](mailto:nleiby@missouri.edu) | [nrleiby25@gmail.com](mailto:nrleiby25@gmail.com)

<https://www.linkedin.com/in/nicoletteleiby/>

**EDUCATION**

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University of Missouri, Columbia, Missouri

M.S., Textile and Apparel Management

May 2021

Thesis title: *Cross-functional Skills of the Fashion Industry Professional: T-shaped Fashion Professional Framework*

Committee: Jung Ha-Brookshire (Chair), Li Zhao, Anthony Castro

University of Illinois, Urbana-Champaign, Illinois

B.S., Marketing of Textile and Apparel

May 1991

**ACADEMIC APPOINTMENT**

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**University of Missouri**

*College of Arts and Science, Textile and Apparel Management*

Assistant Teaching Professor and Careers Service Adviser

June 2021 - Present

- Instructor of three courses per academic semester to include two-3-hour courses and one 1-hour course.
- Academic advisor for 85 textile and apparel undergraduates on the Apparel Retailing and Digital Merchandising Track, 83 Textile and Apparel Management Minors, and seven undergraduate Certificate of Digital Merchandising non-Textile and Apparel Management students as of June 2023. Projected number of Textile and Apparel Management undergraduate advisees for FS23 is 120.
- Plan and coordinate alumni events such as Industry Advisory Board Symposium, Young Alumni Speaker Series, and industry guest speakers.
- Develop and maintain employer relations to provide students with networking and employment opportunities with fashion and retail professionals to include annual Textile and Apparel Management career fair, on-campus corporate visits, industry professional presentations and employer recruitment events.
- Collaborate across campus with career services professionals and with the College of Arts and Science academic advising team as a representative of the College and the Textile and Apparel Management program.
- Advise and mentor approximately fifty members of the Association of Textile and Apparel Management which is a University of Missouri on-campus undergraduate organization.
- Engage prospective students through college coordinated events, departmental on-campus and virtual visits, and local high school outreach.
- Represent the College of Arts and Science and Textile and Apparel Management program in college recruitment activities to include Recruitment Representative presentations and high school student campus events.

## ACADEMIC EXPERIENCE

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### University of Missouri

*College of Arts and Science, Textile and Apparel Management*

#### **Instructor**

Case Study in the Fashion Industry (3 credit hours)	June 2020-August 2020 June 2021-August 2021
Problems in Textile and Apparel Management (3 credit hours)	August 2021 – May 2022
Fashion Retail Strategies (3 credit hours)	June 2022-August 2022
Retail Marketing and Merchandising (Capstone)(3 credit hours)	August 2021 – May 2023
Professional Development (1 credit hours)	August 2021 – May 2023
Professional Development (3 credit hours)	August 2023 – Present
Global Consumers (3 credit hours)	August 2021 - Present
Global Sourcing (3 credit hours)	January 2022 – Present
Successful Adulting (0.1% of 3 credit hours)	April 2022 - Present

#### **Graduate Teaching Assistant**

August 2019 – May 2021

Digital Merchandising (3 credit hours)
Global Consumers (3 credit hours)
Moral and Ethical Issues in the Global Fashion Supply Chain (3 credit hours)
Softgoods Retailing (3 credit hours)
Writing Intensive: 19 <sup>th</sup> and 20 <sup>th</sup> Century Western Dress (3 credit hours)
Writing Intensive: Social Appearance in Space and Time (3 credit hours)

#### **Research Assistant**

November 2020

Quality Assurance Along the Cotton Supply Chain

## INDUSTRY/PROFESSIONAL EXPERIENCE

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### Hallmark Cards, Inc.

#### **Retail Merchandise Director**

May 2018 – June 2019

Oversaw the long-term growth and retail planning for omni-channel retailer, with focus on shopper needs and experience through marketing, localization, and innovation. Led a team of direct reports responsible for seasonal, local, and licensed product buying, marketing collaboration and store space planning.

- Developed strategies, product stories and sales plans to align shopper behaviors to retail display periods, to include products, promotions, and marketing.
- Fiscally responsible for a planned 40% increase in Hallmark branded and non-branded sales and profitability for seasonal store and Hallmark.com assortments.
- Strategically positioned national retail chain as “Local Hallmark stores,” resulting in 43% increase in sales in 2018 and 2% contribution to total RSI chain growth.
- Accountable for new processes and business opportunities to align all retail and wholesale functions across Hallmark Gold Crown resulting in a harmonized Hallmark shopper experience.
- Retail leader for innovation testing and commercialization and speed-to-market capabilities, resulting in digital personalization and short-run manufacturing.

***Senior Retail Merchandise Manager***

December 2013 – May 2018

Senior retail merchant for specialty gifts, to include hard goods, soft goods, and consumables. Accountable for insight-driven category strategy, product development, assortment planning, financial planning, and vendor negotiations for high volume product category, to include brick and mortar retail, ecommerce, and wholesale businesses.

- Achieved retail sales and margin growth in Hallmark Gold Crown's highest volume hard goods category for five consecutive years, outpacing total store results. Exceeded 2018 comp store sales by +14% with 13% of total store sales which resulted in sales, gross margin and inventory turn surpassing 2018 plan.
- Retail lead in delivering a wholesale assortment planning and life cycle management process for Hallmark Gold Crown. Process resulted in significant wholesale savings and overall P&L improvement.
- Task force and execution leader for localization transformation for Hallmark Gold Crown Retail corporate stores to drive shopper relevance, long-term RSI, and chain growth through customized product programs by store and store clusters.

***Merchandise Manager***

July 2006 – November 2013

Buyer lead for seasonal and everyday product category development and management. Collaborated with cross functional teams and vendors to develop branded and non-branded product programs for brick and mortar and ecommerce. Planned, managed, and analyzed financial metrics for retail and wholesale P&L.

- Partnered with third party vendor to develop and wholesale Hallmark branded consumable products to Gold Crown stores.
- Developed direct import sourcing capabilities and process for private label seasonal product to grow brand market share in independent retailers with high margin sales opportunities.
- Merchant lead for product development process improvement which resulted in more efficient wholesale development and selling, and significant cost savings.

***Merchandise Planner and Allocation Strategist***

April 2005 – July 2006

Planned, managed, and reported on all financial metrics such as Open-To-Buy, price changes, inventory receipts, levels and turn, sales, and gross margin. Provided sales and inventory analysis for product teams to include assortment plans for wholesale product development, retail product transition, business opportunities and risks.

***Buyer, Halls Department Store***

June 2001 – April 2005

Responsible for all aspects of buying dinnerware, table linens, kitchenworks, gourmet food and Christmas Shoppe for Hallmark-owned luxury department store. Core responsibilities included financial planning, vendor negotiations, domestic and foreign product development, marketing, visual merchandising, retail customer service and event planning.

***Payless ShoeSource, Inc., Topeka, Kansas******Assistant Buyer/Merchandise Planner***

June 1999 – June 2001

Planned all business components of \$90 million retail sales category for 270-store chain. Negotiated with domestic and foreign agents to develop specifications, pricing, and deliveries for imported merchandise.

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## INDUSTRY SKILLS AND AREAS OF EXPERTISE

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Consumer and product strategy  
 Assortment planning  
 Merchandise planning and allocation  
 Product development  
 Retail planning  
 Marketing  
 International product sourcing  
 Google Analytics  
 Data management
 

- Microsoft Office Suite
- Microstrategy
- Product Lifecycle Management (PLM)

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## AWARDS AND HONORS

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### NATIONAL

Sara Douglas Fellowship for Professional Promise, International Textile and Apparel Association (\$750) August 2020

### CAMPUS

*University of Missouri-Columbia*  
 Advisors Forum and Office of the Provost Excellence in Advising Award (\$1200) April 2023  
 Volunteer of the Month, Tiger Pantry, University of Missouri February 2020

### DEPARTMENT

*Textile and Apparel Management, College of Arts & Science, University of Missouri-Columbia*  
 Langsam Family Faculty Appreciation Award (\$750) July 2022  
 Adeline M. Hoffman Award in Human Environmental Sciences (\$8000) February 2021  
 Kitty G. Dickerson Graduate Fellowship of Academic Excellence Award (\$2000) May 2020

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## PEER-REVIEWED ABSTRACTS, PRESENTATIONS, AND POSTERS (PRESENTER UNDERLINED)

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Leiby, N.L. & Ha-Brookshire, J., (2020) - Cross-functional Skills: Defining Its Meaning. *International Textile and Apparel Association Conference*, Denver, CO.

Leiby, N.L. & Zhao, Li., (2020) - T-shaped Person for the Textile and Apparel Industry? Analysis of Cross-functional Skills. *International Textile and Apparel Association Conference*, Denver, CO.

Robertson, C.M., & Leiby, N.L. (2021) – Maquiladora Calidad de Vida Laboral: Qualitative Examination of Quality of Working Life and the United Nations’ Sustainable Development Goals for Women in the Salvadoran Textile and Apparel Supply Chain. *International Textile and Apparel Association Annual Conference*, Virtual

Leiby, N.L., Ha-Brookshire, J.E. (2021, November 4-5) – Cross-functional Skills of the Fashion Industry Professional: T-shaped Fashion Professional Framework. [Poster Presentation]. *International Textile and Apparel Association Annual Conference*, Virtual

## PUBLICATIONS

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### PUBLICATIONS UNDER REVIEW

Robertson, C.M, Ha-Brookshire, J.E., & **Leiby, N.L.** (in review) – Maquiladora Calidad de Vida Laboral: Qualitative Examination of Quality of Working Life and the United Nations’ Sustainable Development Goals for Women in the Salvadoran Textile and Apparel Supply Chain. *Fashion, Style, and Popular Culture Journal, Second Special Issue: Latin America/Latinx*. Scopus Impact Factor = 0.345.

### PEER-REVIEWED CONFERENCE PROCEEDINGS

**Leiby N.** & Ha-Brookshire J. E., (2020) Cross-functional Skills: Defining Its Meaning, *International Textile and Apparel Association Annual Conference Proceedings 77(1)*. doi: <https://doi.org/10.31274/itaa.12059>

**Leiby N.** & Zhao L., (2020) T-Shaped Person for the Textile and Apparel Industry? Analysis of Cross-functional Skills, *International Textile and Apparel Association Annual Conference Proceedings 77(1)*. doi: <https://doi.org/10.31274/itaa.120>

## PROFESSIONAL AND ACADEMIC PRESENTATIONS

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### University of Missouri-Campus Level

Summer Welcome “Professor’s Perspective” for Families	July 2023
Summer Welcome “Professor’s Perspective” for Students	June 2023
Summer Welcome Arts & Science Behavioral Science Divisional Visit	June 2023
Presenter, Trulaske College of Business, University of Missouri,	
Business Week 2023, “Professional Presence”	April 2023
Summer Welcome “Professor’s Perspective” for Students	June 2022
Summer Welcome Arts & Science Behavioral Science Divisional Visit	June 2022
Presenter, Trulaske College of Business, University of Missouri,	
Business Week 2022, “What to Wear?”	April 2022
Mizzou Career Series, “What to Wear?” Mizzou Career Services and Office of	
Diversity, and Equity	February 2022

### Missouri Regional-Level

Youth & Families Webinar “Business Dress In Extension”, MU Extension	September 2021
4-H Career Event “Careers in Fashion”, MU Extension	June 2021

## PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

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### NATIONAL

Career Masterclass LinkedIn	June 2023
Handshake Access Conference	May 2023
NACE Competencies Symposium	March 2023
Leadership for Diversity and Inclusion AAC&U Webinar	June 2022
Adobe Creative Campus Collaboration Conference	June 2022
Handshake Access Conference	May 2022
International Textile and Apparel Association Conference	November 2020

**CAMPUS***University of Missouri-Columbia*

Teaching Renewal Week	April 2023
Teaching Essentials	September 2021 – May 2022
Teaching Renewal Week	January 2022
New Faculty Orientation	August 2021
RESPOND – Partnering for Campus Mental Health	July 2021
Handshake Marketing Training	July 2021
Ask Listen Refer Suicide Prevention Training Cert.	February 2021
Teaching Assistant Writing Intensive Workshop	January 2021
Teaching Renewal Week	January 2021
Online Teaching Certification Seminar	August 2020
Graduate Assistant Training Orientation	August 2020
Teaching Assistant Writing Intensive Workshop	August 2020
Graduate and Professional Student Leaders Retreat	April 2020
Teaching Renewal Week	January 2020
CITI IRB Certification	September 2019
Graduate Assistant Training Orientation	August 2019

**PROFESSIONAL AND COMMUNITY SERVICE****INTERNATIONAL**

Member, International Textile and Apparel Association      September 2019 – September 2022

**NATIONAL**

Proposal Reviewer, NACADA Annual Conference 2023      March 2023

**REGIONAL**

4-H Fashion Review Judge, University of Missouri Extension      October 2019 – October 2021

**COMMUNITY***Columbia, MO*

Boone County Election Judge      November 2020

*Kansas City, MO*

United Way Women's Leadership Council, Kansas City, Missouri      2015-2019

Kansas City Central Exchange, Kansas City, Missouri      2016-2018

**CAMPUS***University of Missouri-Columbia*

Member, University of Missouri Career Services Council      June 2021 - Present

University of Missouri Arts & Sciences Advisor Forum      May 2021 - Present

Member, Univ. of Missouri Textile & Apparel Advisory Board      January 2017 – December 2021

Pres. Univ. of Missouri Textile & Apparel Advisory Board      January 2019 - December 2021

Member, MU College of Arts & Science, Career Fair Committee      June 2021 – October 2021

Tiger Pantry and Truman's Closet, University of Missouri      January 2020-September 2020

**DEPARTMENT***Textile and Apparel Management, College of Arts & Science, University of Missouri-Columbia*

Faculty Advisor, Association of Textile and Apparel Management      June 2021 - Present

Member, Graduate Student Assoc. Textile and Apparel Mgmt.      August 2019 – December 2022

VP. Graduate Student Assoc. Textile and Apparel Mgmt.      January 2020 – January 2021