

Monorom (Rome) Srey

Sarasota, FL

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Professional Summary

Strategic Product & Brand Executive with 15+ years of experience leading national and global product strategies aligned with revenue growth objectives. Proven success overseeing portfolios ranging from **\$25M to \$135M annually**, delivering consistent **10–25% year-over-year growth**. Recognized for building high-performing cross-functional teams, managing full product lifecycles, negotiating global manufacturing partnerships, and translating market insights into commercially successful products. Strong expertise in financial planning, margin optimization, and aligning creative innovation with long-term business strategy.

Professional Experience

Independent Consultant & Contractor

Self-Employed | Sarasota, FL | Dec 2023 – Present

- Lead end-to-end design and product development initiatives for multiple clients, overseeing projects from concept through delivery.
- Provide consulting services in product strategy, industrial design, concept development, art direction, and product marketing.
- Define scope, timelines, pricing structures, and deliverables to ensure profitable and efficient execution.
- Advise clients on brand positioning, innovation strategy, and go-to-market planning.

Director of Design & Product Development / Brand Manager

Hammerton, Inc. | Salt Lake City, UT | Oct 2020 – Nov 2023

- Managed and directed all aspects of Hammerton Studio's luxury lighting brand, overseeing a **\$25M portfolio** with **10–15% annual growth**.
- Defined brand positioning strategy, target consumer segments, and long-term growth initiatives aligned with executive objectives.
- Analyzed product performance, developed seasonal profitability strategies, and established budget and margin goals.

- Identified and presented new business opportunities based on market trends, competitor analysis, and projected sales data.
- Created design guidelines and product roadmaps based on strategic business plans.
- Set project schedules, pricing targets, and cost parameters for new collections.
- Collaborated closely with NPD teams and overseas manufacturers to ensure products met approved concepts, pricing, quality, and timelines.
- Reviewed and approved technical specifications and CAD files prior to production phases.
- Sourced new materials, techniques, vendors, and manufacturing partners to improve cost efficiency and innovation.
- Directed art direction across marketing assets including photography, video, 3D renderings, and digital campaigns.
- Led and mentored designers and 3D artists while collaborating cross-functionally with executive leadership, engineering, operations, and production teams.

Senior Creative Director, Design & Development

O.C. Tanner | Salt Lake City, UT | Jul 2017 – Nov 2018

- Provided strategic leadership for product design and engineering solutions across multiple consumer categories.
- Partnered directly with clients to develop innovative solutions aligned with financial constraints and brand expectations.
- Managed workflow, creative resources, and cross-functional collaboration to ensure high-quality execution.
- Supervised production processes to maintain cost control and quality standards.
- Effectively managed multiple projects and stakeholders in a fast-paced environment.

Consulting Design Director & Product Development

Zinvo, LLC | Remote | Sep 2016 – Oct 2019

- Led creative direction and product development strategy for automotive-inspired timepiece collections.
- Conceived new collection concepts and oversaw packaging design and development.
- Sourced global vendors, movements, materials, leather, and production components while maintaining cost targets and timelines.

Director of Design & Product Development

Geneva Watch Group | New York, NY | Jul 2010 – Sep 2016

- Directed product design and global development for licensed brands contributing to a **\$135M annual revenue portfolio**, achieving **15–25% year-over-year growth**.
- Managed manual and digital timepiece development for brands including:
 - Tommy Bahama, Kenneth Cole, BCBGMAZRIA, Sperry Top-Sider, Ted Baker
- Oversaw product approvals and collection launches focused on margin goals, client expectations, and deadlines.
- Collaborated with senior management and brand partners to forecast trends and develop seasonal strategies.
- Analyzed sales performance data to recommend growth initiatives and product expansion.
- Negotiated manufacturing pricing and approved cost structures with overseas factories.
- Ensured production met design specifications, quality standards, target pricing, and schedules.
- Managed and mentored in-house designers, project coordinators, and overseas project managers.
- Maintained strong long-term relationships with consultants, vendors, and manufacturing partners.

Design Consultant | Lead Industrial Designer | Industrial Designer

Various Clients & Firms | 2003 – 2015

- Designed collections for Frederick Goldman, Lippincott, Marc Ecko, The Metropolitan Museum of Art, Fossil, Movado, Tommy Hilfiger, Burberry, Anne Klein, Michele, and Zodiac.
- Oversaw material sourcing, vendor selection, production coordination, and product approvals.

Education

BFA, Industrial Design
Parsons School of Design | New York, NY

Technical Skills

Hand Sketching & Illustration

2D & 3D Design

SolidWorks, KeyShot

Adobe Creative Suite

Microsoft Office Suite

Product Lifecycle Management

Global Vendor Negotiation & Sourcing