# PENELOPE GUERRERO

Strategic footwear design leader with extensive experience in creative direction, product innovation, global brand strategy, and commercial growth.

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Proven success leading international design teams, developing trend-driven footwear collections, and driving business expansion across women's, men's, and kids's categories, spanning casual, lifestyle, fashion, and performance footwear. Combines elevated design sensibility with deep technical expertise in footwear construction, fit, materials, and product development, balancing innovation, quality, and competitive pricing. Recognized for translating brand identity, market trends, and consumer insights into commercially successful product assortments, developing creative talent, and delivering design solutions that respond to evolving consumer preferences and business objectives.

Creative Direction
Global Design Leadership
Brand DNA & Design Identity
Product Innovation
Seasonal Collection Strategy
Brand Expansion
Consumer Insights
Trend Forecasting

Casual ▪ Lifestyle Footwear
Sneaker, Athletic & Sport-Inspired Footwear
Women's, Men's & Kid's Footwear

Last Development
Footwear Fit & Function
Materials & Construction
CADs & Technical Specifications
Prototyping
Product Commercialization

Global Team Management
Talent Development
Cross-Functional Leadership
Product Line Strategy
Strategic Planning
Supplier & Factory Partnerships
Product Costing
Budget Management

Digital & Traditional Sketching
Microsoft Office
Bilingual: English & Spanish

## DESIGN EXPERIENCE

### **La Guerrera** PENELOPE GUERRERO DESIGN Founder 2018

Independent footwear design consultancy specializing in trend-driven design, seasonal collection development, creative direction, and product commercialization across diverse footwear categories. Combine innovative design thinking, technical expertise, consumer insights, and brand strategy to create distinctive seasonal collections that reflect each brand's DNA while balancing style, comfort, fit, performance, and commercial objectives. Provide hands-on design expertise from initial concept and line development through technical specifications, sampling, and production.

- Lead creative direction and seasonal collection development, translating brand DNA, consumer insights, and emerging trends into innovative, commercially relevant footwear.
- Partner with brand leadership to establish seasonal design strategies, product direction, and creative priorities aligned with business objectives and market opportunities.
- Direct footwear design and technical development, including last development, CADs, technical specifications, tech packs, blueprints, and 3D design files, ensuring design integrity, comfort, fit, and manufacturing feasibility.
- Apply consumer insights, market trends, and competitive research to identify emerging opportunities, address unmet consumer needs, and inform innovative seasonal footwear design strategies and product development.
- Collaborate with merchandising, product development, and manufacturing teams to align creative execution with product requirements, quality standards, and commercial objectives.
- Oversee prototype development and sample reviews, working directly with factory partners to refine construction, materials, fit, and technical details while protecting design intent through commercialization.
- Present seasonal design concepts and creative direction to brand leadership and cross-functional teams, incorporating feedback to strengthen product execution and strategic alignment.

### **THE TIMBERLAND COMPANY** Stratham, NH
**Women's Footwear Design Director**

Led the creative vision, design direction, and execution of global women's footwear collections, overseeing a diverse assortment of more than 300 SKUs across casual, lifestyle, and performance categories. Directed seasonal design strategies, product innovation, and brand identity across multiple retail channels and price points, balancing creative excellence, consumer needs, and commercial objectives.

- Led and inspired an international footwear design team, fostering innovation, creative excellence, and collaboration across seasonal collections.
- Played a key leadership role in expanding the women's footwear business from $248 million to $442 million, aligning creative direction, product innovation, and merchandising strategies with commercial growth objectives.
- Defined and executed a cohesive global design language through signature silhouettes, color, materials, and distinctive product details rooted in Timberland's heritage and brand DNA.
- Partnered with merchandising leadership to evaluate global markets, identify consumer needs and white–zspace opportunities, and develop category-specific strategies contributing to top-selling footwear collections.
- Directed seasonal trend research, competitive analysis, and marketplace insights to identify emerging consumer needs and opportunities for product innovation.
- Developed and implemented talent development strategies, including targeted project assignments, international exposure, and structured onboarding to strengthen team capabilities and cross-functional collaboration.

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## PROFESSIONAL DEVELOPMENT & EDUCATION

**Harvard Business School LEADS**
Economic and Leadership Development Program

**Harvard Extension School**
Business Strategy for Managers
Professional Development Program

**Ars Sutoria**
Footwear Components, Materials & Construction

**Northern Essex Community College**
Nonprofit Management

**Massachusetts College of Art and Design**
Bachelor of Fine Artst
Graphic Design

## BOARD LEADERSHIP

**Greater Haverhill Chamber of Commerce**
Executive Board Member
Branding & Marketing Coordinator

**Latino Coalition of Haverhill**
Treasurer

**Nectar, Mill Cities Community Investments**
Loan Review Committee Member

## PROFESSIONAL RECOGNITION

**NV Magazine**
Visionary Award for Fashion

**Greater Haverhill Chamber of Commerce**
Jerry Loy Outstanding Director Award

**Girls Inc.**
Bold Woman of the Year

### Women's Footwear Design Director CONTINUED

- Collaborated with Product Development, Sourcing, and global manufacturing partners to optimize product execution, supplier relationships, quality standards, and competitive pricing while maintaining design integrity.
- Served as the sole designer of the women's Timberland Boot Company premium collection, earning recognition in the September issue of Vogue as the first Timberland designer to receive this distinction.

### MICHAEL KORS | Consultant | New York, NY

Partnered with the Senior Vice President of Footwear Design to support the brand's strategic expansion into the footwear market, helping establish and develop new product categories, including casual footwear, sneakers, and sport-inspired styles. Translated Michael Kors' signature design aesthetic into commercially relevant collections while contributing to brand expansion strategies, consumer positioning, price architecture, and distribution planning.

- Designed successful footwear collections, including runway styles and commercially relevant products featured in Women's Wear Daily (WWD).
- Collaborated directly with global factory partners to manage footwear design and development from initial concept through prototyping and production confirmation, ensuring design integrity, quality, and execution.
- Developed cohesive color, material, and trim strategies across footwear categories, maintaining consistency with the brand's design DNA and broader product identity.
- Contributed to establishing a four-season footwear development calendar and implementing category-specific design processes to support seasonal product creation and commercialization.

### CAMUTO GROUP | Design/Line Builder | Greenwich, CT

Selected to join the initial design team developing casual and sport-inspired footwear for the newly acquired Jessica Simpson license. Collaborated directly with founder Vince Camuto to establish the brand's footwear aesthetic, translating global fashion trends, consumer insights, and sales data into commercially relevant collections.

- Collaborated directly with Vince Camuto and the initial design team to establish the brand's footwear design direction, developing trend-driven collections aligned with its emerging identity and target consumer.
- Researched global footwear trends, competitive markets, and sales performance to guide seasonal product concepts and collection development.
- Worked directly with manufacturing partners in Brazilian factories, developing footwear from initial concepts through sampling, technical specifications, and production confirmation.
- Designed casual and sport-inspired footwear collections, balancing fashion trends, consumer preferences, product construction, and commercial objectives.
- Supported seasonal product development timelines, ensuring collections were prepared for key milestones, presentations, and industry trade shows.

## ADDITIONAL LEADERSHIP EXPERIENCE

### CIC HEALTH | Operations Manager, State of Massachusetts | Cambridge, MA | 2020–2022

- Managed COVID-19 testing operations across Massachusetts, including sites in Cambridge and Boston.
- Developed and implemented operational strategies aligned with organizational objectives and state and federal requirements.
- Collaborated with executive leadership, government officials, and site managers to coordinate operations and resolve complex challenges.
- Identified opportunities to improve customer experience, operational efficiency, and service delivery.
- Evaluated performance metrics and implemented process improvements to support scalability, operational effectiveness, and continuity.