

JIM SCALFANI

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DIRECTOR / SR DIRECTOR — PRODUCT DEVELOPMENT, MERCHANDISING, BRAND & CATEGORY STRATEGY

Senior product and merchandising executive with 30+ years building brands, assortments and categories across premium, mid-tier, mass, club, DTC, wholesale and private-label channels. Leads product from customer insight and design direction through sourcing, pricing, margin, lifecycle and commercialization. Career spans branded lifestyle businesses, Walmart/Sam's Club, consumer products and independent consulting. Known for creating new categories, turning around underperforming businesses and translating market insight into products customers buy.

EXECUTIVE HIGHLIGHTS

- Grew Walmart Window Treatments from ~\$800M to ~\$1.25B while improving margin from 65% to 67% and gaining ~2 points of U.S. market share.
- Turned Do it Best Outdoor Living & Holiday from ~\$200M to ~\$420M in one year while increasing IMU 2.5 points, reducing inventory 30% and consolidating suppliers 33%.
- Created and scaled new retail categories, including Walmart Wall Art and the wax-cube / wax-warmer format, helping drive significant fragrance-category growth.
- Led a ~\$200M U.S. product and merchandising business at Loctek/FlexiSpot across ~500 SKUs, 15+ product lines and a 200-person cross-functional organization.
- Built branded lifestyle products across Kathy Ireland, Jaclyn Smith, Elizabeth Taylor, Diahann Carroll and Dolly Parton portfolios; Kathy Ireland brand scale was reported by Forbes at approximately \$2B.

CORE LEADERSHIP STRENGTHS

Product Development & Innovation • Merchandising & Assortment Strategy • Brand Portfolio Strategy • P&L / Margin Expansion • SKU Rationalization • Category Creation & Turnarounds • Global Sourcing & Vendor Negotiation • DTC / Wholesale / Retail Channels • Customer & Market Insights • Cross-Functional Team Leadership

PROFESSIONAL EXPERIENCE

Loctek Ergonomic Technology Corp. (FlexiSpot) | Head of Merchandising & Product Development — U.S. (promoted from Product Manager) | Irvine, CA | Aug 2024–Apr 2026

- Directed U.S. merchandising, product portfolio and brand strategy for a ~\$200M business across ~500 SKUs and 15+ product lines including seating, motion furniture, adjustable desks, accessories and casegoods.
- Led a 200-person cross-functional organization with ~20 direct reports across merchandising, product development, design, engineering, QC, inventory/replenishment, supply chain and sourcing in the U.S. and Asia.
- Managed commercial performance across FlexiSpot, FlexiMount, Catherine's Home and PriceDepot, spanning DTC, B2B and national retail accounts.
- Drove assortment optimization and 250 new-product launches; led a full redesign of FlexiSpot.com product architecture and merchandising that contributed to revenue and traffic growth.
- Oversaw sourcing and manufacturing coordination across six Loctek-owned factories and global suppliers in Asia, Mexico, South America and the U.S.

Adorama | Brand & Product Development Manager — Private Brands | New York, NY / Hybrid | Feb 2022–Feb 2023

- Led private-brand product development across photography, video, smart home, computer accessories, audio and portable energy, with end-to-end responsibility from concept and vendor selection through cost, packaging, positioning and launch.
- Launched ~200 private-label products and improved assortment breadth and margin through category-gap analysis, SKU rationalization and competitive pricing.

Do it Best Corp. | Merchandising Manager (Senior Buyer) — Outdoor Living & Holiday | Fort Wayne, IN | Feb 2021–Feb 2022

- Owned director-scope P&L accountability for a ~\$200M portfolio across 4,600+ member stores, 7,000+ SKUs and 250+ suppliers.
- Grew the business from ~\$200M to ~\$420M in one year while increasing IMU 2.5 points, reducing inventory 30% and consolidating the supplier base by 33%.
- Led category strategy across assortment planning, pricing, vendor negotiations, seasonal merchandising and promotional programs.

Independent Consulting | Product Development & Retail Strategy Consultant | California | 2019–2020

- Advised two consumer-product companies (~\$80M and ~\$280M revenue; names withheld under NDA) on product development, merchandising strategy, channel expansion and sourcing.
- For an ~\$80M supplier, supported new-business opportunities with Sam's Club and Walmart; built customer profiles, product/sourcing calendars and retailer-aligned development direction.
- For a ~\$280M company, created a global product-development process and aligned teams to major U.S. retail requirements across Sam's Club, Costco, JCPenney, Target, Kohl's and Walmart.
- Directed and taught creative/product teams how to translate customer insight, assortment needs and retail strategy into commercially viable product.

Sam's Club (Walmart Inc.) | Senior Sourcing Manager II | Bentonville, AR | 2017–2019

- Carried director-caliber responsibility across a multibillion-dollar Member's Mark private-label portfolio spanning seasonal, outdoor, office and general merchandise categories.
- Managed global sourcing, factory/vendor relationships, timelines and P&L strategies across ~5,000 SKUs and ~200 vendors in China, Vietnam, India, Europe, Canada, Brazil, Mexico and the U.K.
- Increased profit by approximately \$25M and led teams responsible for sourcing, packaging, production milestones and supplier performance.
- Created sourcing and product-development process calendars and managed ~10 direct reports globally.

Sam's Club (Walmart Inc.) | Senior Brand & Product Development Manager II | Bentonville, AR | 2016–2017

- Led product-development strategy for U.S. clubs and online; partnered across merchandising, sourcing, planning, replenishment, marketing, packaging, creative, QC and design agencies.
- Helped drive approximately \$1B in Member's Mark sales growth (+23%) and increased market penetration from ~12% to ~17%.
- Owned Seasonal new-product direction, packaging architecture, customer profiles and category shopping insights.

Walmart Stores, Inc. | Senior Product Development Manager II — Global Product Development | Bentonville, AR | Aug 2005–Aug 2016

- Served as the senior product-development leader across Home Décor portfolios spanning window treatments, lighting, frames, wall décor, candles/fragrance, furniture and seasonal categories.
- Directed development of 10,000+ SKUs across 40+ vendors and 20 direct factories, leading cross-functional teams across sourcing, design, packaging engineering, quality and overseas offices.
- Grew Window Treatments from ~\$800M to ~\$1.25B, improved margin from 65% to 67% and captured ~2 points of additional U.S. market share.
- Created and scaled Walmart's Wall Art / Wall Décor category into a nine-figure business.
- Created the wax-cube / wax-warmer category concept and helped expand the fragrance business by approximately \$110M.
- Delivered approximately \$10M in packaging cost savings through materials and sustainability initiatives.

EARLIER BRAND & LIFESTYLE LEADERSHIP

Kathy Ireland Worldwide / Sterling-Winters | Vice President of Brand Development | Los Angeles, CA | 2000–2005

- Led brand, product and merchandising strategy across major lifestyle portfolios spanning home, apparel, jewelry, accessories and licensed consumer products, with ~5 direct reports and broader indirect/cross-functional teams.
- For Kathy Ireland Home & Apparel, led creation of assortments from concept through customer story, trend direction, design and commercialization across virtually every room of the home plus apparel, accessories, watches, sportswear, intimates, swim, socks, outerwear, golf and business apparel.
- Created new product/category concepts including "Just for Girls" and helped shape brand stories and trend narratives supporting a brand later reported by Forbes at approximately \$2B.
- Directed Jaclyn Smith Home product development and sourcing across furniture, lighting, rugs, accessories, wall art, upholstery and gifts.
- Led Elizabeth Taylor Jewelry product development, merchandising and design direction, working cross-functionally with specialty retail partners and with Elizabeth Taylor's approval.
- Developed Diahann Carroll apparel and brand strategy for JCPenney.

Kathy Ireland Worldwide / Sterling-Winters | Director of Brand Development | Los Angeles, CA | 1995–2000

- Created product and packaging for Dolly Parton collectibles for Dollywood.
- Created Acafé, a kitchen-focused brand spanning kitchen products, carts, furniture and related categories.
- Created Jardin du Jour, a garden and plant-lifestyle brand supported by outdoor furniture, lighting and related products.
- Built product, packaging and supplier strategies across licensed and proprietary brands as Sterling-Winters evolved into Kathy Ireland Worldwide.

TEACHING, THOUGHT LEADERSHIP & INTELLECTUAL PROPERTY

- Instructor, Product Development / "Products That Sell" master-class curriculum, Otis College of Art and Design; course work included the Five Absolutes of Product Development, trend analysis, product-development pitching and market application.
- Delivered Brand & Product Development master classes / presentations at Otis College of Art and Design and additional university audiences including Notre Dame, Columbia, George Washington, Duke and Loyola Marymount.
- Author of the unpublished manuscript "Products That Sell: An Insider Guide to Successful Product Development" and creator of proprietary frameworks including the Five Absolutes, Seven Levers and 14 Trend Dials.
- Current LinkedIn thought-leadership series focuses on product judgment, assortment discipline, product-development authority and reconnecting customer insight with commercial decision-making.

EDUCATION

University of California, Irvine — B.A., Business