

# LAKE FOREST PARK

Washington

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## Submission information

Form: [City of Lake Forest Park Boards and Commissions Application](#) [1]

Submitted by Visitor (not verified)

Mon, 05/08/2023 - 9:04pm

97.113.69.142

## First Name

Steve

## Last Name

Feth

## Home Address

## Mailing Address (if different from above)

## Phone Number

## Do you own property in Lake Forest Park?

Yes

## Email

## Board, Commission, Committee

Parks and Recreation Advisory Board

## Years a Resident of this Municipality

3

## Experience/Professional Expertise/Education (Please provide dates of education and experience.)

20+ years working in a professional environment working with long term planning and budgeting for Recreational Equipment Inc. (REI). Broad experience across many divisions in the company with a focus on financial inputs and outcomes.

## Current or Prior Experience on Boards/Commissions/Committees

Board member for Bureau of Fearless Ideas, mainly supporting disadvantaged youth for afterschool tutoring. I was also on the finance committee of Westside Baby supporting diaper distribution to those in need.

**Civic Activities and Memberships (Roles with fraternal, business, church, or social groups-please provide dates)****Reasons for Wanting to Serve**

I appreciate community and giving back where I can support and be of service. My family moved to Lake Forest Park during covid after 20 years in West Seattle and appreciate the intentionality the city seems to put into how they think about community. I would like to learn more about how the city functions while finding ways to support it along the way. We are frequent visitors to the parks and I have reviewed the minutes from the meetings.

**Are you able to attend evening meetings?**

Yes

**Resume, Education, etc. (Optional)**

[steve\\_feth\\_cv.pdf](#) [2]

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**Source URL:**<https://lakeforestpark-wa.municodemeetings.com/node/791/submission/77>

**Links**

[1] <https://lakeforestpark-wa.municodemeetings.com/bc/application> [2] [https://lakeforestpark-wa.municodemeetings.com/system/files/webform/steve\\_feth\\_cv.pdf](https://lakeforestpark-wa.municodemeetings.com/system/files/webform/steve_feth_cv.pdf)

# Steve Feth

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## Professional and Personal Profile

20+ years of Merchandising Leadership including Financial Planning, Assortment Planning, Buying, Marketing, Private Label and System Implementation. I have led buying/replenishment teams, financial planners, system implementation groups and restructured teams for more effective execution.

Through my work and volunteer experience I have had a strong dedication to community. I have selected community affiliations with a directed focus on helping disadvantaged children.

## Professional Experience

### **Recreational Equipment Inc. (REI)**

**1998 – Present**

#### **Director of Planning and Replenishment**

- **Lead team of 25 managers and analysts in support of forecasting, planning and replenishment to 175 locations**

#### **Director of Product Strategy**

- Led REI's Assortment Planning, New Store and Local Strategy and Analytics teams
- Led strategies for assorting to 162 locations for Merchandising leveraging customer data
- Developed Outlet strategy to deliver a 19% CAGR through 2018
- Restructured the Merchant buying team defining vendor and assortment matrix
- Defined pricing and promotional strategies that led to the most profitable year in Outlet history for 4 consecutive years

#### **REI Senior Manager of Merchandise Planning**

**2011 - 2014**

- Lead Category Planning Managers to create and manage sales, inventory and margin goals, including open-to-buy management for \$1B in sales
- Establish annual goals to support strategic growth plans through strategic partnership with Divisional Vice Presidents (GMMS)
- Led budget scenarios QBRs with Executive Leadership, setting REI's sales, margin and inventory goals for annual and five-year planning of \$2B in annual sales across 140+ locations and rei.com
- Lead Location and Merchandise Planning teams

#### **REI Financial Planning Implementation Manager**

**2010 – 2011**

- Led the first implementation of Merchandise Financial Planning SAP software in the United States

- Managed design and development team of REI employees and external consultants
- Set the requirements for the financial planning application with SAP Corporate in Germany.

**REI Product Manager**

**2006 – 2010**

- Managed assortment, product selection and marketing of businesses totaling \$60M in annual sales
- Proven track record for driving assortment and industry changes to exceed sales and margin goals in every year. CAGR exceeded company growth by 50%.

**The Bon Marche (Macy's)**

Seattle WA

**Merchandise Planner**

**The Bon-Ton Stores, Inc.**

York PA

**Merchandise Planner**

**Community Affiliations**

**Bureau of Fearless Ideas**

**Board Member**

**2014-2017**

826 Seattle is a non-profit tutoring center dedicated to helping youth improve their writing skills and to helping teachers inspire their students to write

**WestSide Baby**

**Finance Committee Member**

**2012-2015**

WestSide Baby is a non-Profit organization which provides essential items for local children in need by collecting and distributing diapers, clothing and equipment.

**Education**

**Indiana University of Pennsylvania**

Bachelor of Arts in Business and Marketing