

BERNARD N. KAHN
14 OAK HILL DRIVE
ROCK TAVERN, NEW YORK 12575
(845) 774-6999
email: bkahn @hvc.rr.com

With a wide range of Marketing, Business Development, Education and Fashion Manufacturing Industry Experience, Professional Certifications and a broad background ranging from marketing to product development to manufacturing, I offer a broad range of expertise that will enhance your business.

Production Management: Through proper organization, advanced information management and production technologies, I am able to achieve greater productivity in manufacturing.

- By developing comprehensive production control systems integrated with a vendor management program, Marico Enterprises doubled productivity in 9 months with only a 5% increase in their workforce.
- Feldman Manufacturing increased production 25% in one year with a 10% increase in workforce, (with added capacity for expansion of an additional 20%).
- Implemented and trained Modular teams at Andmore Mfg. and H&H Atlas reducing turn time by over 80%.
- Product development; organized the costing process at Feldman to maintain chronological records of costing. Performed product analysis to reduce production mistakes including pattern analysis, garment construction and machinery selection for Feldman. Consulting projects include a made to measure project for the New England Chorus (engineering one dress to fit sizes 4 through 32), and comprehensive specifications analysis of over 400 styles for Haddad Group Inc.
- Managing domestic and overseas production for Bluffworks Inc., a web-based manufacturer of menswear including managing product development, cutting, sewing production and quality assurance since 2012.

Garment Engineering: Garment Construction Analysis, Specifications Engineering, Sewn Product Performance Analysis and Fashion Product Optimization.

- Introduction of AI based garment construction analysis for apparel research at FIT.
- Engineered the development and implementation of advanced product specifications for domestic and international manufacturing for Betsy and Adam Inc. across all their product lines.
- Developed and introduced a complete manufacturing management system for domestic apparel production including garment construction analysis and optimization, quality specification development and implementation, Quality Assurance Analysis program for domestic factories that resulted in a <3% return rate for quality defects at POS for Bluffworks. This system included engineered specifications for all products, and performance standards for this line of work-to-leisure / travel menswear.
- Developed and launched a product optimization program across the 27 private label brands that Marvin Richards Coat Company (now G3 Apparel) serve, identifying common core product specifications and performance requirements and establishing a central set of Minimum Construction standards to serve the many various product categories for the company.
- As part of implementation of Modular Manufacturing for a variety of contractors and manufacturers in the 1990s, I reengineered each production line to adhere to construction standards that facilitated modular manufacturing methods in each facility before and while working for the New York Garment Industry Development Corporation. This included

companies such as Maiden Form, Marico Enterprises, Feldman Manufacturing, Armstrong Manufacturing and many more.

- Through field engineering for Singer Co., Sussman Automatic Steam Company, and Cutters Exchange, I assisted plant engineers in reengineering their products to optimize advanced manufacturing techniques for companies ranging from Brooks Brothers, to Hart Shaffner and Marx, to Tommy Hilfiger, to Victoria's Secret to J.Crew, to Gap Inc and many others.
- In my earliest career and later as a consultant, I was responsible for in-factory garment engineering analysis, methods engineering and time study analysis having performed over 1,000 time studies in the field.

Management Information Systems: Analyzed and implemented industry specific computerized apparel management systems.

- Manage and oversee daily operations of 750+ users on Lectra-Yunique PLM systems at FIT.
- Implemented PDM for a 275 store vertical retail operation with 7 design centers and a 'fast fashion' marketing approach. 20+ styles per week are shipped.
- Implemented The Edge Inc. manufacturing management systems for Cavalier Clothes who saved \$30,000/year in managing their piecework payroll, and Amplaco Group Inc. who were able to increase their overall productivity by 40% converting from time work to piecework.
- Assisted Kikomo in implementing KaratCad software reducing their product development overhead.
- Integrated commercial piecework payroll system with separate order processing system for vertical management of production from piecegoods through finished product at Feldman Manufacturing.

Resource Management: Located, analyzed and developed resources for finished product, fabrics, yarns, threads, knitting, notions and specialty items including embroidery, appliques and laser/ultrasonic cutting for Feldman Manufacturing, Amplaco Industries, and Victor Alfaro.

- Developed alternate trim sources that saved Feldman 3 weeks in production and 35% in cost over existing vendors.
- Located contracting services for Burney products that saved over 25% in direct labor over in-house production.

Cost Management: Reduced and controlled overhead and direct costs for importing and domestic manufacturing.

- Implemented modular manufacturing systems for Andmore Manufacturing reducing overhead costs by 40% in their competitive swimwear line.
- Established and managed piecework payroll for Marico Enterprises cutting direct labor cost by 95%.
- Restructured piecework payroll for Feldman Manufacturing rebalancing rates to improve productivity in several departments by 25%.

Import Management: Processed and managed all import documentation, quotas, and overseas letters of credit, and customs brokerage.

- Founded an equipment import business for apparel manufacturing equipment called GMX. Processed all importation documentation including Letter of Credit, Customs, etc.
- Developed new intimate apparel resources in the Dominican Republic for Compucut.

Grant Management: Prepared, managed and delivered services under a variety of NYC, NY State and Federal Grants.

- Delivered management analysis and assistance to companies through grants with the Industrial Development and Technology and Assistance Corporation.

- Improved Quality Control and Manufacturing Technology skills for J.C. Penney, Gitano, Frederic Atkins Corporation, Starter Inc., Asahi Chemical Group, Abecrombie and Fitch, and Current Inc.

Marketing, Branding and Business Management: Developed and managed marketing programs, and developed new markets for a variety of firms.

- Reorganization of retail management organization for a 275 store vertical retail operation called Glance Inc. Activities include realignment of operations to reduce overhead, and increase response to market inputs to increase turns and reduce in-store stock levels below two weeks of inventory. The scope of the project includes improved corporate communications and leveraging new technologies.
- Assisted A small NYC based manufacturing facility, Sunrise Studio, to relaunch their marketing campaign. Currently designing their Social Media Marketing program to reposition them in the market.
- Developed and manage an online marketing campaign for a multi-faceted manufacturer of military and commercial sewn products, G-Forces. Activities include the launch of a Sustainable Product line exploiting “Repreve”™ recycled fabrics.
- Assisted Gurjot New York in early development of Brand Positioning and Online Presence development
- Conceived, developed and operated an online business marketing made-to-order swimwear fashions for Feldman Manufacturing called “E-Bathingsuit.com” in 1999. Although underfunded, the brand had 9 quarters of steady sales growth. Activities include building the website and online consumer interface, launching a back-end retail system and reorganizing operations to respond to and ship customer orders within 24 hours of order placement. This was an early example of mass customization.
- Promoted industry participation in the new training facility for GIDC gathering over \$2million in donations from over a dozen machinery and equipment suppliers.
- Developed industrial marketing programs for DPS Inc, Paul Williams, Carter Industries and Sussman Automatic Steam Products which saw sales increases of about 20% per year during a recessionary economy.
- Developed and managed the Marketing and Merchandising of industrial products for GMX Inc. Increases sales 40% per year through this marketing program.
- Developed a product identity program for Marcus & Weisen called “Perfect Comfort” which boosted sales with their catalog customers
- Developed and managed a marketing campaign for small appliances throughout the Eastern United States for Sussman Automatic Steam Products. Programs included wholesale incentives and sales development as well as a Merchandising Program to improve product positioning. This work included semi-annual trade shows and regional promotions.

Sustainability / Social Compliance Management:

- Developed and manages factory social compliance for 12 domestic and overseas factories for a variety of clients including Wal-Mart, Phillips VanHeusen, Talbots, Victoria's Secret, Catherine's, and Express.
- Worked directly with factories on-site to evaluate and improve OSHA and payroll compliance in Newark, NJ, and Santiago, Dominican Republic.
- Developed a CT-PAT compliant program for Marvin Richards Ltd. leading to acceptance into the CT-PAT program of the US Customs Department.
- Continue to advise companies in the fashion industry on Sustainability strategies and utilizing their Sustainability programs for improving their market positioning.

Organizational/ Brand Management and Development: Assisted in reorganizing management to improve efficiency as well as assisting in Developing Market Brand Awareness through Social Media.

- Assisted in launching over 100 Social Media campaigns for a wide variety of products and services through the SXF 140 course which include marketing coordinated blog, Facebook and website campaigns.
- Reorganized Product Development and Production operations for a 275 store vertical retailing manufacturer (Moscow). This included repositioning the brand as a true vertical brand in the market. Improved corporate communications and prepared the company for implementation of a PLM system to improve the 20+ styles per week delivered to their retail chain. Systems integration, and the development of a complete corporate standard for product development and manufacturing were highlights of the project. This project facilitated the company's improved sourcing strategy from China and other asian countries.
- Assisted Stylesight.com in reorganizing their internal product development process for web delivered services.
- As part of a comprehensive reorganization of middle management, assisted in Re-Branding and installed a Vice President of Marketing for M. Hiday Inc. to respond to Board of Directors mandate to improve market response.
- After implementing a structured communication system, Marcus and Weisen improved middle management efficiency eliminating late deliveries.

Classroom Education: I also have over forty one years of adjunct teaching experience at the Fashion Institute of Technology educating today's and tomorrow's industry leaders in marketing, new technologies, digital communications, online marketing strategies, and sustainability as well as cost management, computer technology, quality assurance, and manufacturing technology. I have been an Assistant Adjunct Professor in the Business and Technology division since 1992. Current credit courses include MG132, MG311, MG312, MG411, MG432 (capstone course), MG153, MG 251, MG 252, MG 301, MG 313, MG 306, MG 314 and FM441 for the Fashion Business Management Department. I also wrote the Marketing Sustainability course for Parson, the New School for Design Marketing Department, Ethical Fashion (PAFM1181) as well as the Production Methods course PAFM 1194 since 2004.

Additionally, I teach in the Parsons Masters for Professional Studies program as well, teaching PMFM 5020 Systems and Strategies as well as PMFM 5030 Technology and Innovation for the last several years. I have also taught the Fashion Industry Profile course (PAFM 1191) and Fashion Industry Survey (PAFC 1000). At Parsons, both the PAFM 1181 and PAFM 1194 are both online and in-person. I've also taught the Parsons Non-Credit online course PCFD 0814 Fashion Industry Survey professional studies course.

My teaching experience includes over 20 years of online teaching.

Professional Education: Developed and taught over 45 years of professional education seminar experience in a variety of specialized topics for major fashion corporations including Federated Department Stores, Abecrombie and Fitch, Aeropostale, Banana Republic, JC Penney, Haddad Corp., Philippine Trade Training Center, Garment Industry Development Corporation, J. Crew, Frederic Atkins Corp., as well as a **regularly scheduled courses** in Costing, Garment Construction, Sustainability and Social Compliance, Fashion Trends, Quality Assurance, and Product Lifecycle Management (**PLM**).

I have delivered professional education in foreign countries include Columbia, Peru, Philippines, Mexico, Russia and Canada.

Web-Based Education:

- Developed and launched a Moodle-based online certification course called *StylesightU.com* for the former Stylesight.com. Work included content creation and course architecture development.
- Developed the concepts and prepared the content for *MYFashionLab.com* for Pearson Publishing. This site is a comprehensive fashion education that includes multimedia, lecture content, interactive glossary, learning exercises, online assessment career interview videos and an interactive History of the Fashion Industry Timeline tracing fashion's development in Retail, Merchandising, Manufacturing and Design from the 1600's to present day.
- Continue to deliver Online courses in "*Using Social Media to Develop and Market your Product or Services*", "*Expert Online Trend Services Analysis for Product Development and Marketing*", *Build a Better Garment*, *Quality Assurance*, *Product Development with PLM*, *Marketing for Manufacturers*, *Social Accountability*, *Sustainability and Global Security*, "*Intimates/ Swimwear Marketing and Sourcing*", and *Production Methods*.

Administration in Education – Academic: To better serve the needs of the industry, I conceived and created the Product Development Essentials Certificate Program in 2004. And the Certified Technical Design certificate in 2005. Concerned that existing educational institutions were not directly educating students for occupations in Product Development and Technical Design, these programs focuses a non-credit education to redirect individuals already in the workforce or entering the workforce for these two fields. I continue to serve as a facilitator for these Certificate Programs at FIT. As these certificates evolve, the current Product Development Professional Certificate program, reintroduced in 2019, offers a fully online education to an international audience.

- Drawing on a handful of existing non-credit courses in business and enterprise, I was able to get this program up to full offerings within two years. Annual reviews of the industry and the success of each course leads to program adjustments and new offerings as are necessary to keep this program at the leading edge of professional education.
- The Certified Technical Designer certificate prepares students for the broad range of technical design occupations that are currently in abundance in the industry.
- The Product Development Manager certificate is a more demanding certificate program which leads students to assistant and fast track positions managing product development.
- The newest Certificate is a the Intimates and Swimwear Certificate conceived in 2012 and opened in 2013. I wrote and selected faculty for this specialized group of courses to develop the specialized skills and needed for this segment of the industry and teach several of the courses in this area.
- All of these certificates give students a foundation of core education with flexibility to tailor the certificate through a limited choice of electives
- These certificates widely recognized in the industry have been awarded over 1200 students since 2004 and have over 250 students currently enrolled.
- Developed the curriculum for a new Degree program on Management and Communications in the Fashion Industry for the National Research University, Higher School of Economics – Moscow State University (2015).

Administration in Education - Technology: Developed a new department within IT at FIT to address the educational needs of faculty for the entire campus in new technologies.

- Formed the Technology Development Team with four other IT colleagues to consolidate campus wide technology education making it more accessible to all faculty and staff
- Developed and deliver leading edge technology education leveraging Web 2.0 initiatives to serve a greater range of faculty especially adjuncts across all disciplines.
- Worked with the Distance Learning Department and the Center for Excellence in Teaching to introduce and educate campus wide faculty on the new "Angel" course management system personally teaching over 100 faculty members in basic and advanced program

management in the system. Throughout this education, I assisted faculty with pedagogic and technical concerns with delivering education in the electronic environment.

- Reorganized and administer the WebPDM system for four departments in Business and Technology, Art and Design, and the Enterprise Center, improving system up-time from 75% in Spring 2008 to 100% in 2008 through 2016.
- Responsible for implementing Gerber-Yunique PLM for the FIT campus. This system is currently in use in the five different academic departments serving over 750 student users each semester. I support the faculty across the domestic and overseas campuses. I also teach a specialized professional studies seminar on Product Lifecycle Management using this PLM system.

Technical Design: Responsible for development, distribution and management of technical packages for fashion manufacturing.

- Created an MS Excel based multi-page technical package system for Marvin Richards Ltd. personally responsible for creating over 600 original technical packages in the first season. Over the next two years, created, processed and managed technical packages for over 2,000 styles communicating with seven different countries and for 27 different private label retail programs.
- Established standards, business rules and processes to maintain data integrity for the technical design department at M.R. to ensure quality technical package generation, version management and reduced charge-backs in the company as a result by over \$2,000,000.00 annually.

Quality Assurance: Developed and implemented new quality technologies as well as comprehensive AQL Quality Control Systems.

- For Marvin Richards Ltd., Developed and grew a domestic and international QA department that inspects and controls over 800 styles per year, and 400,000 units per year worth \$100 million+ per year. Designed in plant, and DC QC systems to assure quality and save the company over \$2.5 million per year in charge-backs.
Manage the Social Compliance Assurance for 10 clients including Wal-Mart and PVH.
- For Haddad Group Inc., the Total Quality Management program I developed for them gained them a reputation as a leader in their sector in only four years.
- Implementation of state-of-the-art modular manufacturing systems enhanced the quality and flexibility of Andmore Manufacturing, Amplaco Group Inc., and Marcus & Weisen Manufacturing in apparel, and Wilson in the sporting goods sector.
- Improved Quality Control and Manufacturing Technology skills for J.C. Penney, Gitano, Frederic Atkins Corporation, Tommy Hilfiger, Starter Inc., Asahi Chemical Group, Abecrombie and Fitch, and Current Inc. All reported positive results from these programs.

Collection Manufacturing Management: complete cost control and resource management for clients including Chris Benz, Victor Alfaro, Pamela Reilly, Mawish Saied, and House of Morris.

Employment Summary:

- September 2004 to present: **Adjunct Instructor** in Marketing, Fashion Marketing Department, Parsons, the New School for Design, NYC.
- September 1980 to present: **Assistant Adjunct Professor**, Manufacturing Management Department, Fashion Institute of Technology, NYC.
- IT Manager/BPA/Non-Credit Blackboard Faculty Support – Fashion Institute of Tech. Nov. 2004 to present
- Industry Consultant. – Independent - July 1985 to Present
(Directly employed by the Garment Industry Development Corporation 1997 to 1999).
- October 2001 to November 2004: Dir. of Quality Assurance - Marvin Richards Ltd.

- March 1999 to Sept. 2001: Vice President of Mfg. – Feldman Manufacturing Corp
- September 1985 to March 1999: Instructor for Garment Industry Development Corporation
- January 1984 to June 1988: Owner/C.E.O. of Tall Oaks Homes
- June 1983 to Aug. 1985: President of G.M.X.Inc.
- Aug. 1982 to June 1983: Production Manager for Marico Enterprises
- Sept. 1981 to Aug. 1982: N.E. Regional Marketing Manager for Cutters Exchange
- March 1979 to Sept. 1981: Eastern U.S. Regional Manager for the Small Appliance Div. of Sussman Automatic Steam Products Inc
- June 1978 to March 1979: Engineer for The Singer Company, Industrial Products Division
- September 1977 to June 1978: Engineer for Churchtown Manufacturing.

EDUCATION

- Master of Arts in Organizational Management, University of Pheonix, 1999, 3.63 GPA
- Bachelor of Science, Production Management/Apparel, Fashion Institute of Technology, 1978, 3.54 GPA, Recipient of the "Excellence in Management Engineering Technology" Award.
- Associate of Applied Sciences, Management Engineering Technology, Fashion Institute of Technology, 1977. Graduated Summa Cum Laude.
- GSD Certification, Methods Workshop U.K., 1999. (General Sewing Data)
- Member of the American Society of Quality and (formerly) the American Sewing Guild
- Former Associate Member of the AAFA and NRF