



KATHARINE "KATE" GARDNER

Now in her 5th decade of devotion to the Direct Selling community, Kate is a highly respected and trusted advisor to her colleagues and their companies around the world. Her experience and expertise are now focused on resourcing talented people for her colleagues' companies via GardnerCo LLC dba C3 Executive Search, in addition to selected consulting projects.

As a seasoned and successful direct selling executive herself, Kate has the unique perspective of a *thought leader* ... one who draws upon the history of the Direct Selling channel; one who is consistently analyzing the current inflection points in the model and one seeking to illuminate the future of the Direct Selling workplace with unique insights and staffing options.

Kate's story begins with ringing doorbells for Avon, carrying a basket loaded with demonstration products walking her neighborhood territories. She felt empowered ...creating her own income and spending balanced time between her family and her business. Avon recognized her spirit and talent, bringing Kate into its field management structure where she led her inner city/urban market to Avon's highest sales management growth award, Circle of Excellence.

After the experience of knocking directly on consumer's doors, Kate tested the waters of party plan with Princess House and building a sales organization with an early nutrition Network Marketing company which lead to early direct selling management experience and ultimately to C-Suite and founder/ownership.

Tapped by the nationally recognized women's fashion design and manufacturing house, Jerell of Texas, Kate was tasked with the migration of the \$150M Multiples fashion label out of traditional retail stores and into the direct selling party plan venue as Multiples USA dba Multiples At Home.

Always an innovator and pioneer, in the mid-90's Kate engineered early success in cross/omni channel marketing, selling direct to consumers in their living rooms via live appearances on HSN (Home Shopping Network). She combined the 5-year HSN initiative with effectively using Outlet Stores in concert with the independent field sales force. A "never been done before" brand exposure and sales success stories using alternative direct to consumer channels of distribution. Additionally, she led the collaboration with the Dallas-based beauty brand, BeautiControl on its groundbreaking direct-to-consumer fashion catalog.

In 1999 the parent company to Multiples USA, Jerell, Inc. sold to then publicly held Haggard Men's Wear. At Haggard's request, Kate facilitated the sale of Multiples USA to Dallas-based party plan lingerie and fashion company, Colesce Couture. She continued to lead the field through the acquisition and transition.

Throughout her tenure as President/COO with Multiples USA and over the course of 20+ years (1994-2016) Kate served multiple terms on the Boards of Directors for the DSA and DSEF inclusive of 3 terms as DSA Member Services Chair and was an active member of the DSA's Technology Council, nee Integrated Marketing Council during the early days of exploring what we now call digital marketing .

In 2001, after leaving Colesce, Kate founded MAVA D. Enterprises LP, a fashion direct sales company featuring an imported French collection, Chantal B. and the personally designed private label, Destinations. In the spring of 2005 Kate sold the business to her investment partners returning to direct sales consulting.

Kate's direct selling journey also includes key/top corporate positions with Adorn of Dallas (jewelry and accessories); Million Wishes by the Jones Apparel Group, also jewelry and accessories; and WineShop At Home. Her career is rich in relationships throughout all levels of Direct Selling Professionals ... Field to C-Suite which makes her ideally suited to lead, advise and support the search for Executive talent and provide platforms through which Executive Colleagues can connect, learn and grow.

Then there are Kate's direct selling "passion" projects, giving back and supporting her colleagues, friends and youth around the world!

Kate took a 4-year assignment from 2008-2012 as the Director of the SUCCESS Foundation, managing the **SUCCESS for Teens** program funded by SUCCESS Partners. She worked inside the offices of Direct Selling News with its publisher, John Fleming as they developed nonprofit, public school and church relationships around the world to share the book and message of SUCCESS for Teens, premised upon Jeff Olson's book, Slight Edge.

Kate co-founded The Direct Selling **Women's PowerCircle**, now in its 13th year of delivering the eNewsletter, Point of View with messages and content designed to inspire, empower and inform.

Kate also collaborates with Direct Selling veteran, Brett Duncan, as co-founder of a Direct Selling first ... **theJuice** ... a fresh approach to networking and peer-learning with top direct selling executives. Now in its 9th year supporting the executives of the direct selling community. thejuicedfw.com thejuicesatlakecity.com

Additionally, Kate supported direct selling channel icon, John T. Fleming, with research and interviews on the Gig Economy, as he wrote his book, Ultimate Gig. ([UltimateGigResouces](#))

Kate is a degreed professional with a BA in Early Childhood Education from the University of North Carolina/Greensboro.

Her first and dominant joy is centered on having raised her beautiful, spirited and talented granddaughter, Victoria, who is pursuing her career in retail, while continuing her degree studies. Kate's son, Ryan, is happily married to his stunning Nigerian bride, Yemisi, and is the proud dad to her two teenage daughters. He works in Management with Walmart.

Kate resides in the Charlottesville, VA area, nestled in the foothills of the Blue Ridge Mountains.

Reach out to Kate any time to explore her C3 Executive Search services or a bit of lively networking!

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