

Jerry Birnbach F.I.S.P, Assoc. A.I.A.

EDUCATION:

New York Institute of Tech. 1966-1970 (Bach of Science in Architectural Technology)

Courses: Strength of Material, Statics, Physics, Mechanical Engineering, Wood Engineering Design, Concrete Eng. Design, Steel Eng. Design

Architectural Design and working drawings. Business Practice including safety in design.

CCNY 1970-1972 (City College of NY - Bach of Architecture,30 credits above BS, Professional Degree)

Courses: Thesis Con Ed Educational facility and recreation center. David's Island, New Rochelle, NY

INDUSTRY AWARDS:

POPAL Award in the Display Industry for Revlon Sunglass Display

POPAL Award in the Display Industry for Foster Grant Sunglass Display

Institute of Store Planners (I.S.P.) Best Specialty Store Design- Lorese

Visual Merchandise Store Design (VMSD) Best Specialty Store Design -Curacao

National Associates of Store Fixture Manufacturers (NASFM) Best Store Fixture Design -Successories

Fellow Honorarium into the Industry Trade organization (ISP) Institute of Store Planners

Globe Award from Display Design Ideas (DDI) Magazine for best marketing at Global Shop Retail industry trade show

Treasurer of National Institute of Store Planners Organization

A.R.E. Industry Organization 2016 appointed to twelve member Creative Council

SPEAKER at Trade and Industry Shows

NASFM- National Associates of Store Fixture Manufacturers

NRFA- National Retailers Federated Association

ISP- Institute of Store Planners

IBM- National Sales Meeting

SPEC Show- Store Planning and Equipment Counsel

Walmart Regional Meeting Store Design and Vendor Display Design

Published Articles and Media

DDI- Display Design Ideas, Contributing Editor, 20+ Articles on design, manufacturing, customer shopping habits published

VMSD- On Trade Board of Advisors

Nominated 1 of 40 Top Industry Leaders by DDI

Firm listed as Top 50 in the country

Editor of the ISP Professional trade magazine

WWD- Article published on Store Design

Salon- Article published on Store Design

Retail Image- International Trade Journal article published

New York Magazine- Feature Story on NYC store design

A.R.E. Design 1-16 Blue Sky Big Ideas (Safety Standards for Retail Industry)

A.R.E. Design 3-16 Party City Display Accident Summary

Trade accomplishments

Store of the future at Global Shop One of six firms from 1997 to 2003 selected to present a 1000 S.F. the International Retail design and display Show in McCormick Center, Chicago. Demonstrated custom new innovative design and display techniques and samples engineered prototype of futuristic displays.

Sector Watch

Goody Products

Everest Communications

Smiley License

Design through Computer Technology

Canal Jean Soho NYC

A.R.E/ P.O.P.A.I. Store Design and Manufacturing

Webinars

The Expert Institute – Safety in the Retail Environment Nov. 2015

Experts.com – YouTube interview / website on Safety and Liability of Retailers & Manufacturers Dec 20

Highlights of Career

<p>Franklin Stores Barkers Mass Director of Store Planning</p>	<p>1970 1975</p>	<p>Earn BS in Architectural Tech NYIT Earn MS in Architecture from CCNY Director of Store Planning - Mass, Ladies Specialy Work with GMM, Buyers to layout departments, vendor displays, Construction supervision of centers,planograming,total 60k s.f. design 175 Ladies Specialty that become Petrie then Lerner now NY & Co</p>
<p>K & M Jewelry Roger Gimbel Marvella - Coro Oscar D Scarves VP Display & Concept Shops</p>	<p>1976 1981</p>	<p>Designed, engineered and supervised display design and production of 10000 displays a year. Supervised new store setups, Managed total chain roll outs of product and display (Sears,Walmart,Kmart,May Co) Designed an injection molded display system (3 million cost savings) Planogram distributions, graphic design, special events, trade shows design and set up, Service company with over 2000 doors, Specialty Ladies, Mass, May,Federated,Macy's,Gimbels,Marshall Fields, A&S <u>Designed counter and table presentation and obtained chain approvals</u></p>
<p>R N Koch Jewelry VP Display Acct Exec,Sales</p>	<p>1981 1986</p>	<p>Largest Costume Jewelry Supplier in America, with 500 field service staff Designed counter and table presentation and obtained chain approvals, worked directly with retail buyers to obtain department plan approvals and display concepts. Managed distribution, replenishment, replacements for display utilizing a system that did not require an entire unit replacement but a simple part. Responsible for managing the distribution of 500 Kmart stores with fully loaded product and display assembled, shipped and all set up within 7 days.</p>
<p>RETAIL DESIGN & DISPLAY Owner</p>	<p>1986 1990</p>	<p>Founded a Store Planning Firm, clients included, BB Greenberg, Monet, Joseph Abboud, Gitano, Conair, Goody Products, Crayola, Swank, Anne Klein, Accessory Network, Store of the Future for Global Shop, Award Winning National Store Design Contest for Specialty Award Winning POPAI Display for Revlon Made a Fellow in the Institute of Store Planners. Design all counter displays for Walmart and manufactured for all stores. Saks 5th Ave Ms Taki's Kids Department , Nine West Evan Picone</p>
<p>RETAIL DESIGN & DISPLAY Owner</p>	<p>1991 - 2002 2008 to present</p>	<p>Designed XOXO Macy's Herald Square , Designed Fantasia's Chaos Showroom Kirk Folly's Displays, Canal Jean Store of the Future, Designed and manufactured DKNY Sunglass units for Licensee. Nominated Top 50 Store Planning Firm in US Mentioned as Top 40 Store Planner in America Awarded Vendor to Walmart, manufactured and installed 50 Optical Centers / yr Showroom Design for Fantaa Eyes, Olivet Luggage. Contributing Editor for DDI</p>
<p>Earthbound LLC Executive VP</p>	<p>2003 2008</p>	<p>Earthbound LLC - Licensing and Brand Expansion (company was vertical from design to tech pack, to fittings, patterns, fittings, production - all in house) Brought Isaac Mizrahi to Target, Mark Eisen to Walmart with George by ME Acct Mngr. for XOXO at Federated, Charisma at Bloomies, Fieldcrest at Target Responsible for negotiating contracts and managing Agreement Compliances Established and managed Company Budget. Liaison between brand and retailer R&D New Business Development. Brands include: Fiorrucci, Stephan Dweck, Better Homes & Gardena, Kenzo, LL Cool J, Kenneth Jay Lane, Abby Z</p>

Jerry Birnbach F.I.S.P, Assoc. A.I.A.