

# HEATHER M. HUND

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## SUMMARY

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### Professional with Stanford MBA and retail and management consulting background; strengths include:

- Balancing strategic perspective and executional skill
- Driving innovation and growth, including launching a new program and bringing it to scale in under a year
- Managing and developing people

## PROFESSIONAL EXPERIENCE

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**Gap Inc.** San Francisco, CA  
*Head of Product Testing, Product Operations & Strategy – Director* 2013-2016

- Led pre-season in-store and online product testing across all brands – Old Navy, Gap, Banana Republic, Athleta, Gap Outlet, BR Outlet, conducting 700 tests annually representing \$1.4 billion in retail value
- Launched and scaled online product testing across all brands; in only 9 months, grew program to 260 tests, representing \$510 million in retail value
- Managed team of seven – focused on employee development; ranked in top 10% of managers at Gap Inc.
- Promoted twice after only eight months in each role; selected for high performance leadership program
- Worked cross-functionally with leaders across brands to drive testing integration; functions included Merchandising, Inventory Management, Marketing, Store Operations and CEM

### *Growth, Innovation & Digital Strategy – Sr. Manager*

- Supported Art Peck, current CEO and former President of the Growth, Innovation & Digital Division, to grow online business and drive digital innovation at Gap Inc.
- Led pilot of online product testing initiative across six brands, leading to company adoption
- Developed e-commerce strategy for Intermix used by new online leader to inform approach to growth

**Boston Consulting Group** San Francisco, CA  
*Consultant* 2012-2013

- Developed a transformation strategy for a retailer by conducting market, competitor and consumer insight analyses to determine the optimal omni-channel approach to enhance profitability
- Optimized sales at a consumer company through a customer data analysis to inform sales team reorganization
- Developed and implemented a culture change strategy at a Fortune 500 company during a reorganization; led multiple workshops with the leadership team to foster behavioral change

**China Fine Art Partners, LP** Beijing, China  
*Summer Associate – Private Equity* Summer 2010

- Projected fund returns, analyzed sale opportunities and developed marketing materials for the funds

**Goldman, Sachs & Co.** Dallas, TX  
*Financial Analyst – Real Estate Private Equity Group* 2004-2007

- Managed +\$3 billion of assets, with a focus on luxury hotels and residential developments
- Built financial models to value assets and to determine asset strategies (i.e. renovations, sales) based on ROI
- Worked with local hotel teams to implement financial enhancement strategies based on monthly P&L reviews
- Wrote bi-annual investor reports and communications for six funds

## EDUCATION

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**Stanford Graduate School of Business** Stanford, CA  
MBA (GMAT: 750) 2009-2011

- Arbuckle Leadership Fellow, Career Center Elected Student Rep, Pro-Bono Consulting Team, Women in Mgmt

**University of Oxford** Oxford, England  
MA History of Art and Visual Culture 2007-2008

- Mark of 'Distinction' on dissertation; published writings in book, *Defining Moments in Art*

**Southern Methodist University** Dallas, TX  
BBA Finance, BA French, Minor in Art History (GPA 3.97/4.0) 2001-2005

- Full-tuition Presidential Scholarship (20 selected from 1,500), Top Finance Major Award, Phi Beta Kappa
- Selected by faculty to manage \$250,000 platform of \$2.6 million endowment fund

## ADDITIONAL

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Interests: Hiking, painting, art museums, ceramics, half-marathons, snow skiing, reading, travel