

## DONNA CAPELLA-BELVERIO

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### SENIOR LEADER: STORE PLANNING & CONSTRUCTION

High-impact leader with a record of building efficient programs and consistently achieving on-time, on-budget outcomes. Talent for uncovering process improvement opportunities and driving significant time and cost savings. Exceptionally organized with a talent for establishing systems and bringing order to chaos. Strong relationship builder across functions and levels, ensuring all stakeholder needs are addressed throughout project lifecycles. Trusted, collaborative partner and proactive manager experienced directing in-house and outsourced teams.

**Strategic Planning | Project Management | Budget Oversight | Cost Control | Product Sourcing | Reporting  
Vendor Management | Policy Development | Team Training | Performance Tracking | Site Reviews  
Financial Metrics | Cross-Functional Collaboration | Clear Communication | Resource Allocation**

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### PROFESSIONAL EXPERIENCE

#### EMPIRE PORTFOLIO GROUP | DIRECTOR OF CONSTRUCTION | OCT 2021-PRESENT

Empire Portfolio Group is a private equity-backed portfolio company. We hold licenses in states along the east coast to open and operate *Orange Theory Fitness* studios and *Relive MediSpa*

- Develop and implement annual plan for assigned area(s) in partnership with the Real Estate and Operations teams
- Actively identify and manage potential risks at new sites. Provide regular updates to key team members on any potential risks to the development plan
- Manage consultants and vendors to drive to the organization's success.
- Develop project scope, budget estimates, design and construction due diligence and feasibility review and obtain all required approvals
- Oversee all procurement, bid negotiation, and contracting.
- Ensure properties are delivered from landlords in accordance with the lease documents.
- Project close-out

#### RALPH LAUREN | SENIOR DIRECTOR OF CONSTRUCTION | FEB 2020-MAR 2021

Managed end-to-end store planning and construction for N.A. retail locations; led project management to build new stores and complete renovations on-time and within budget.

- Devised budgets and timelines and prioritized workflow, orchestrating efforts of internal teams as well as outsourced consultants and vendors; analyzed and reconciled capital budgets with Finance team.
- Managed multiple concurrent projects; conducted periodic performance reviews and created action plans.
- Collaborated with Store Design team and vendors to meet financial and executional quality expectations.

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### **SMCP USA, INC. | DIRECTOR OF STORE PLANNING & CONSTRUCTION | MAY 2018-FEB 2020**

Led planning and execution of projects for retail and wholesale locations in N.A. region, orchestrating efforts of cross-functional teams and vendors; led and developed a highly effective team of 4 (Project Management, Procurement, Maintenance); managed special roll-out projects.

- Managed ~40 retail/wholesale projects per year, owning budgets and timelines; conducted performance reviews and meetings to keep projects on track, ensure quality, and deliver on-time/on-budget results.
- Revamped general contractor bidding process, leading to 5% reduction in change orders.
- Reduced costs 30% while managing relationships with outside consultants and vendors.
- Saved 30% on OSI materials by building a business case for in-house purchasing/inventory management.
- Saved 15% on R&M capex/opex by influencing decision to hire a 3<sup>rd</sup>-party team for maintenance.
- Established critical processes in every area (e.g., planning, scheduling, budgeting), bringing a new level of organization; created a capacity chart to accurately calculate unit counts and meet sales plans.
- Partnered with Real Estate team and CFO on site reviews, letters of intent/work letters, and budgeting; reconciled capital budgets and worked with Finance to guard ROI and produce positive financial outcomes.
- Liaised with global HQ in Paris to align branding and corporate messaging.

### **KATE SPADE & COMPANY | SENIOR DIRECTOR OF CONSTRUCTION | APR 2013-AUG 2017**

Onboarded as Director and promoted to Sr. Director managing all aspects of U.S. and European construction projects for retail and wholesale locations, supervising a team of 8 (Project Management, Procurement, Finance); collaborated with Real Estate on site locations/work letters and with Design on intent/execution.

- Drove process improvements to accurately track progress and achieve 100% on-time openings; improved processes across strategic planning, budgeting, and scheduling within 6 months of hire.
- Led ~65 projects annually, managing budgets (operating, capital), timelines, and work execution; facilitated meetings and fostered collaboration to meet performance expectations.
- Worked collaboratively with Visual merchandising, Store Design and Real Estate teams
- Reduced change orders to within 5% by revising bidding processes and minimizing risks/errors.
- Integral to 20% cost savings through value engineering and millwork outsourcing initiative in Asia.

### **TUMI, INC. | DIRECTOR OF STORE PLANNING & CONSTRUCTION | APR 2003-APR 2013**

Hired as the inaugural leader of a new Planning & Construction function (onboarded as Manager, promoted 2 years later), establishing best practices and guiding end-to-end operations globally; managed a team of 3 to execute projects on-time and within budget for retail, wholesale, and airport divisions.

- Led ~170 projects annually, covering domestic and international locations; allocated resources, established budgets, ran cost estimates, and partnered cross-functionally to meet business objectives.
- Championed highly successful outsourcing initiative in Asia for millwork and fixtures, slashing costs for domestic store build-outs by over 30%.
- Generated 20% cost savings through value-engineering on store design.
- Structured and launched a first-in-kind reporting system to track projects, significantly reducing time requirements and bringing clarity to performance metrics.

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### EARLIER EXPERIENCE SUMMARY

*Manager of Store Planning at United Retail Group:* Triggered a 15% increase in store sales by initiating designs that optimized selling space; recognized by CEO with “Make-It-Happen Award” for outstanding leadership, positive impacts, and overcoming obstacles with versatility and adaptability.

*Senior Project Manager at The Tricarico Group:* Achieved 100% on-time completion rate for this leading architectural and interior design firm; oversaw the entire project lifecycle.

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### EDUCATION

**BACHELOR OF SCIENCE IN ARCHITECTURE – PHILADELPHIA COLLEGE OF ART**

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### TECHNICAL SKILLS

Microsoft Office (Word, Excel, PowerPoint, Outlook), Smartsheet, Adobe, AutoCAD