

EXECUTIVE PORTFOLIO


Jenna Lynn Van Bemmell


Director of Merchandising & Sales


Licensed Brands · Creator Commerce · Omnichannel Growth



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20+ Years of Measurable, Portfolio-Scale Results



\$70M+

Portfolio Managed

Allstar Innovations — current



\$60M+

Direct Response

HSN ASOTV buying desk



10 Yrs

Live TV Buying

HSN & QVC omnichannel



30+

Beauty Brands

Lancôme, Benefit, Vichy + more

Brands Managed Across Three Strategic Categories

CORE BRANDS

Snuggie \$5.6M

**Supreme Silent Sports
\$15M**

Magic Mesh \$8.7M

Black Wolf - \$2.3M

**Sharper Image Calming
Heat \$6.4M**

\$70M+ portfolio · Omnichannel · Retail + Live TV

CREATOR BRANDS

MrBeast

Dude Perfect

Jesser

*Creator-led retail expansion · Fan commerce
strategy*

LICENSING PARTNERS

PepsiCo

Mars

Epic Games

Warner Bros.

*IP compliance · On-brand packaging · Licensor
alignment*

From White Space Identification to Shelf-Ready Scale

01

Identify

Spot white space in retail portfolios. Analyze market gaps, competitive landscape, and unmet consumer needs.

02

Ideate

Translate IP guidelines and brand identity into market-ready product concepts with commercial viability.

03

Launch

Execute go-to-market across retail, DTC, and live TV — coordinating product, creative, supply chain, and vendor teams.

04

Scale

Expand successful SKUs into full product lines. Drive sustained growth through demand planning and sell-through optimization.

A Decade at the Forefront of Live TV Commerce

\$52.9M

Net Sales — Single Year

54% YoY increase

\$60M+

ASOTV Business Owned

Buyer, Direct Response

\$70M+

Beauty Portfolio

Prestige & Personal Care

LIVE TV CHANNEL EXPERTISE

 **On-Air Strategy**

Segmented selling moments, product demos, host briefings, promotional timing

 **Bundle & Promotions**

Value engineering, price optimization, limited-time offer architecture

 **Inventory Planning**

In-stock management, markdown reduction, demand forecasting

 **Vendor Management**

Exclusive relationships, margin optimization, brand compliance

 **New Brand Launches**

Chi, Amika + 6 hair care brands; Elizabeth Arden, Vichy — all HSN exclusives

Strategic Brand Management Across Six Verticals

Makeup / Color

Lancôme · Benefit · Luminess · Elizabeth Arden

Hair Care & Tools

Amika · Carol's Daughter · Bosley · Corioliss · TRUHAIR · Philip B

Skin Care

Vichy · Christie Brinkley · Signature Club A · Wei East · FranBrand

Hair Removal

No!No! · Silk'n · Emjoi

Oral Care

Intelliwhite · GLO Science

Faux Hair

Hairdo (Jessica Simpson) · Hair2Wear (Christie Brinkley) · Secret Extensions · Toni Brattin

Scaling MrBeast & Dude Perfect into Retail Channels

CHALLENGE

Creator brands existed as digital-native fan experiences with no retail merchandise strategy, IP compliance framework, or omnichannel distribution. Major retailers had never carried these brands before.

STRATEGY

Translated each creator's IP identity into compliant, market-ready product assortments. Identified retail white space by channel — mass, specialty, and live TV — and built category-specific product roadmaps.

EXECUTION

Led product ideation through product development, IP review, packaging, and go-to-market across retail, DTC, and HSN/QVC live TV. Coordinated cross-functionally across creative, supply chain, and licensor teams.

RESULT

Successfully expanded MrBeast and Dude Perfect assortments into major retail channels — delivering revenue growth, sustained sell-through, and category-defining licensed merchandise programs.

Delivering On-Brand Products for PepsiCo, Mars, Epic Games & Warner Bros.

LICENSOR ALIGNMENT PROCESS

1

IP Guideline Deep Dive

Study brand standards, style guides, and usage restrictions for each licensor

2

Product Concept Review

Develop concepts that meet commercial goals while respecting brand integrity

3

Approval Management

Navigate multi-stage approval cycles across creative, legal, and brand teams

4

Packaging Execution

Translate IP into shelf-ready packaging aligned with retail channel requirements

5

Post-Launch Compliance

Monitor sell-through, brand representation, and licensor reporting obligations

PepsiCo

Global beverage & snack IP · Multi-SKU product programs · Retail & live TV

Mars

Confectionery · Brand-compliant product + packaging · Mass retail

Epic Games

Gaming IP (Fortnite) · Brand-compliant product + packaging · Mass retail

Warner Bros.

Entertainment licensing · Character-led assortments · Omnichannel

WHAT I BRING

The Rare Executive at the Intersection of Commerce, Brand & Strategy



Product & Brand Builder

White space identification & hero SKU development

Full product line creation from ideation to shelf

Creator & licensed brand strategy

IP compliance & on-brand design



Revenue Driver

\$70M+ P&L ownership

54% single-year revenue increase (HSN)

Profitable brand exits (Mission Cooling, Pets Know Best)

Margin optimization & vendor negotiations



Omnichannel Expert

Live TV: HSN & QVC — 10 year veteran

DTC & e-commerce channel strategy

Wholesale & mass retail expansion

Social commerce & creator-led channels



Strategic Leader

Cross-functional team coordination

Licensor & vendor partnership management

Demand planning & inventory optimization

Go-to-market strategy & execution