

Danielle Sponder Testa, M.A.

3225 Terrace Drive, Des Moines, Iowa 50312

Phone: 917.705.2294 | E-Mail: danielle.sponder.testa@gmail.com | Website: www.daniellespondertesta.com

ACADEMIC BACKGROUND

Academic Statement of Purpose

Industry professional with diverse knowledge of corporate retail, brand expansion, and wholesale management informing industry professionals, academicians, researchers, and the next generation of professionals.

EDUCATION

In Progress	Doctor of Philosophy Iowa State University , Apparel Merchandising and Design Focus: Merchandising and Management	Ames, IA
2012	Master of Arts London College of Fashion , Fashion and the Environment Thesis: <i>The Flourish Approach: A shared value system to incorporate cultural skills and local materials into the global supply chain.</i>	London, England
2010	M.A. Extension: Design Camp Design School Kolding , International Design Camp 2010: New Ways of Transportation	Kolding, Denmark
2009	Bachelor of Science Iowa State University , Apparel Merchandising, Design and Production; Business Marketing [Double Major]; Spanish Minor; Magna Cum Laude	Ames, IA
2007	Study Abroad: Language Emersion Universitat de Valencia ; Spanish Language and Culture Emersion Program	Valencia, Spain

ASSISTANTSHIPS & TEACHING

Iowa State University

Fall 2018	AMD 475 Merchandise Planning and Control. Section 2 Lab Instructor.	18 Students
Fall 2018	AMD 376 Merchandise Planning and Control. Section 2 Lab Instructor.	31 Students
Fall 2018	US and India Education Foundation Research Assistant.	
Spring 2018	AMD 475 Retail Information Analysis. Course Instructor.	40 Students
Fall 2017	AMD 475 Retail Information Analysis. Section 2 Lab Instructor.	12 Students
Fall 2017	AMD 376 Merchandise Planning and Control. Section 2 Lab Instructor.	35 Students
Fall 2017	AMD 490F Independent Study: Psychology of Dress. Partner-based Teaching.	19 Students
Fall 2017/	AMD 590E Special Topics in Merchandising and Entrepreneurship & US and	15 Students/

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Spring 2018 India Education Foundation Teaching and Research Assistant.

75 Students

London College of Fashion

2011 Centre for Sustainable Fashion Office Assistant and website contributor.

PROFESSIONAL BACKGROUND

DOMESTIC & INTERNATIONAL MERCHANDISING

- OTB Management
- Assortment Planning
- Market Optimization
- Strategic Market Expansion
- Cross Functional Project Management
- Process Optimization
- Trend Adaptation/Alignment
- Team & Talent Development

INTERNATIONAL BUSINESS EXPERTISE

Extensive Market Management

- Western Europe
- Canada
- India
- Middle East
- Australia

Moderate Direct Management

- Eastern Europe
- Russia
- South Africa
- Southeast Asia
- Central America

Team Management

- Japan
- Korea
- China/Hong Kong
- Taiwan
- Latin America

INDUSTRY CAREER

FOREVER 21, LOS ANGELES, CALIFORNIA

August 2016 – May 2017 International Merchandising Manager
July 2013 – July 2016 Sr. Merchant, Manager, International Merchandising
February 2013 - July 2013 International Merchandiser

TOPSHOP, LONDON, ENGLAND

July 2012 – January 2013 International MAA – Nordstrom Partnership
February 2012 – August 2012 Merchandising Admin Assistant [US: Assistant Merchandiser]

FOUNDATION AGENCY, LONDON, ENGLAND

December 2010 – September 2011 Freelance Brand and Marketing Manager

TARGET CORPORATION, MINNEAPOLIS, MN

Summers 2009 Business Analyst Intern: Ready to Wear, Men's
Summer 2008 Business Analyst Intern: Performance Wear

WOMEN'S WEAR DAILY. NEW YORK, NY

January – May 2008

Fashion Editorial Lead Intern

- - - **NOTE:** In the following sections the maiden name of **Sponder** refers to Danielle Sponder **Testa**. - - -

SCHOLARSHIPS, AWARDS & RECOGNITION

INTERNATIONAL

- 2018 Marjorie Joseph Scholarship: Outstanding Beginning Doctoral Student Award. *International Textile and Apparel Association*. November 9, 2018. Received at Annual Conference in Cleveland, OH. Applicants unknown, 1 recipient.
- 2018 Paper of Distinction. *International Textile and Apparel Association*. November 9, 2018. Received at Annual Conference in Cleveland, OH. Applicants unknown, 3 recipients.
- 2011 **Testa, D.** & Dixon, S. Fashioning the Future Awards Finalist. Maintaining cultural skills in global knitwear production. *Centre for Sustainable Fashion*. London, England. 1300 applications, 50 finalists, 5 winners.
- 2009 The International Awards for Sustainability in Fashion Finalist. Gene Regen International: Sustainability in the international mass market. Fashioning the Future Awards: *Centre for Sustainable Fashion* and *London Sustainable Development Commission*. London, England. Applications unknown, 40 finalists, 5 winners.

NATIONAL

- 2009 Geoffrey Beene National Scholarship Award Recipient. Gene Regen: Sustainable fashion business proposal. Applications unknown, 8 finalists, 3 winners. Scholarship Award \$25,000.
- 2008 YMA Fashion Scholarship Fund national scholarship recipient. Applications and total recipients' unknown. Scholarship Award \$5,000.

LOCAL & UNIVERSITY

- 2009 Graduating Student Marshall & Commencement Speaker, College of Human Sciences, Iowa State University
- 2009 Endorsed Marshall Scholarship Candidate, Iowa State University
- 2009 Student Sensation Award Recipient, College of Human Sciences, Iowa State University

PUBLICATIONS, EXHIBITS & PRESENTATIONS

PEER REVIEWED JOURNAL PAPERS

- 2018 Fiore, A.M., Hurst, J.L., Niehm, L.S., Chung, D., Karpova, E., & **Testa, D.S.** Global and Entrepreneurial Perspectives for Enhancing Retailing Education: Development of a Hybrid

Graduate Course Focused on U.S. and Indian Small Businesses. *Journal of Higher Education Theory and Research*.

CREATIVE CONTRIBUTIONS

- 2011 Busch, O.V., Snyder, M., **Sponder, D.**, Sanfelici, J., Clowes, R., Towers, E., LaCroix, R., et al. *Community Repair: Strategic Skill Mobilization for Sustainable Fashion*. London, England: London College of Fashion. Retrievable at http://www.selfpassage.org/CoRep/CommunityRepair_cat-w.pdf
- 2010 Mikkelsen, M., Bohl, K., Flinck, A., Hilger, M.B., Nielsen, E.G., **Sponder, D.**, Anderson, T., et al. *International Design Camp: New Ways of Transportation*. Kolding, Denmark: Design School Kolding. Retrievable at https://issuu.com/designskolen_kolding/docs/dk_designcamp2010_screen-5-/40

JURIED EXHIBITS

- 2018 **Testa, D.S.** & Karpova, E. Academic research use in strategic decision-making: Barriers and opportunities within the apparel retail industry. Juried poster presentation at the International Textile and Apparel Association annual conference. Cleveland, OH.
- Level: International
- 2018 **Testa, D.S.** & Lee, Y. A holistic framework of a brand's hierarchical motivations for retail internationalization. Juried oral presentation at the International Textile and Apparel Association annual conference. Cleveland, OH.
- Level: International
- 2018 Slaton, K., **Testa, D.S.**, Bakhshian, S., Reid, S., & Fiore, A.M. The New Face of Retailing: The impact of the small, inventory-free store experience on brand equity and ordering behavior. Juried oral presentation at the International Textile and Apparel Association annual conference. Cleveland, OH.
- Level: International
- 2017 Fiore, A.M., Hurst, J.L., Niehm, L., Chung, D., Sadachar, A., Pookulangara, S., Armstrong, C. & **Testa, D.S.** (2017, January 10). Addressing Opportunities and Challenges for Retail Entrepreneurship in the US and India: Innovative Learning Modules for a Synchronous Online Graduate Course. *United States Association for Small Business and Entrepreneurship*. Los Angeles, CA.
- 2011 **Sponder, D.** & Dixon, S. (2011, November 10/13). The Flourish Approach. Exhibit in Fashioning the Future Awards 2011: Fashion's Campaign for 'Unique' Exhibit. Enterprise category. *Centre for Sustainable Fashion*. London, England.
- Level: International
 - Acceptance: 1300 applications, 50 finalists, 5 winners
 - Award Status: Finalist
 - Retrievable: not retrievable

- 2009 **Sponder, D.** (2009, November 19 – 30). Gene Regen: International. Finalist in Fashioning the Future: The International Awards for Sustainability in Fashion. *Centre for Sustainable Fashion*. London, England.
- Level: International
 - Acceptance: 40 finalists, 5 winners, applications unknown
 - Award Status: Finalist
 - Retrievable: not retrievable

JURIED SCHOLARLY PRESENTATIONS AT PROFESSIONAL MEETINGS

- 2009 **Sponder, D.** (2009, January 7). Gene Regen. Geoffrey Beene Scholarship Presentation. *YMA Fashion Scholarship Fund*. New York, NY. Presentation to YMA Board of Governors. 8 presenters to determine outcome of case study competition.

INVITED INTERNATIONAL SCHOLARLY PRESENTATIONS

- 2018 Prasad, G.H., Hurst, J.L., Swinney, J. & **Testa, D.S.** (2018, March 9 – 15). U.S. to India Assortment Planning. US and India Education Foundation. Presented to National Institute of Fashion Technology [NIFT] graduate class.
- 2010 **Sponder, D.**, Anderson, T., & Kusk, V. (2010, November 12). The Buskit [Exhibit & Presentation]. *Design School Kolding*. Kolding, Denmark.
- Level: International
 - Acceptance: 38 Masters students from 12 universities; 20% acceptance from selected universities
 - Retrievable through associated publication only:
https://issuu.com/designskolen_kolding/docs/dk_designcamp2010_screen-5-/40

INVITED NATIONAL SCHOLARLY PRESENTATIONS

- 2012 **Sponder, D.** (2012, February 22). The Flourish Approach: Systems to Synergy Presentation. *London College of Fashion*. London, England.
- 2011 **Sponder, D.** et al. (2011, May 14 – 15). Community Repair: Strategic Skill Mobilization for Sustainable Fashion Exhibit. Opening presentation, purpose, and study findings also presented during private viewing. London, England.
- Featured 13 MA Fashion & the Environment community outreach projects
 - Level: University
 - Retrievable through associated publication only:
http://www.selfpassage.org/CoRep/CommunityRepair_cat-w.pdf
- 2009 **Sponder, D.** (2009, April 15). Cultural influences affecting fashion in the American society. Poster presentation. *Iowa State University*. Ames, IA.

GRANTS

INTERNATIONAL

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- 2018 US and India Education Foundation Grant. Covering travel and lodging to New Delhi and Mumbai, India. March 6 – 16. \$5,732 USD.
- 2010 Design School Kolding Design Camp 2010 International Student Travel Grant. Held in Kolding, Denmark, October 25 – Nov 13. \$275 USD.

INTERNAL

- 2018 Pease FCS Fellowship. Department of Human Sciences, Iowa State University. \$1000 USD.
- 2009 College of Human Science Council Student Grant. Travel grant for the Fashioning the Future Awards held in London, England. \$350 USD.

MEMBERSHIP IN PROFESSIONAL & HONOR SOCIETIES

PROFESSIONAL SOCIETIES

- 2017 – Present International Textile and Apparel Association [ITAA] Member
- 2015 – Present YMA Fashion Scholarship Fund Alumni Network Member

HONOR SOCIETIES

- 2018 – Present Iowa State University Graduate College Emerging Leadership Academy Member
- 2018 – Present The Society for Collegiate Leadership & Achievement Member
- 2008 – 2009 Phi Kappa Phi Honors Society Member
- 2008 – 2009 Golden Key Honors Society Member
- 2005 – 2009 University Honors Program, Iowa State University Member

OTHER SCHOLARLY ACTIVITIES

NATIONAL EDITORIAL, REVIEW BOARD MEMBERSHIP, AD HOC REVIEWER

- 2017 – Present Geoffrey Beene \$35000 Case Study Judge Ad Hoc Reviewer
- 2017 – Present YMA Fashion Scholarship Fund \$5000 Case Study Judge Ad Hoc Reviewer

SERVICE & OUTREACH ACTIVITIES

NATIONAL

- 2012 – 2017 YMA Fashion Scholarship Fund Mentoring Mentor
- 2010 Reducing the Impact of Textiles on the Environment [RITE] conference Volunteer

UNIVERSITY/COMPANY

- 2017 – Present ISU YMA Student Mentor Mentor
- 2015 Iowa State University Fashion Show Guest Judge

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2014	Forever 21 Leadership Development Program	Participant
2011	London College of Fashion Sustainable Design Society	Secretary
2006 – 2009	Iowa State University Department of Residence	Community Advisor
2006 – 2009	Iowa State University Trend Magazine	Fashion Director
2006 – 2009	Iowa State University Moda Fashion Club	President

COLLEGE/DEPARTMENT

2018 – Present	College of Human Sciences Dean's Student Advisory Council	Member
2018 – Present	Apparel Merchandising and Design Graduate Student Association	PR Chair
2017 – Present	College of Human Sciences Curriculum Committee	Graduate Student Representative
2010 – 2011	London College of Fashion M.A. Fashion and the Environment	Course Representative

PRESS

2011	Cluverhouse, C. (2011, October 10). London College of Fashion's "Community Repair" project highlights mending's role in sustainable design. <i>Ecouterre</i> . Retrieved from http://www.ecouterre.com/london-college-of-fashions-community-repair-project-highlights-mendings-role-in-sustainable-design/
2010	Hanlon, M. (2010, January 14). WATCH//Fashioning the Future. <i>Social Alterations: An Education Lab for Responsible Fashion</i> . Retrieved from http://socialalterations.com/2010/01/14/videofashioning-the-future/
2009	Iowa State University News Service. (2009, January 23). Iowa State student receives \$25,000 Geoffrey Beene fashion scholarship. <i>Iowa State University</i> . Retrieved from https://www.news.iastate.edu/news/2009/jan/sponder.shtml
2009	Epoch Times Staff. (2009, January 15 – 21). 2009 Fashion Scholarship Fund's Award Dinner. <i>The Epoch Times</i> . Retrieved from http://printarchive.epochtimes.com/a1/en/us/lax/2009/01-Jan/15/B7_EET.pdf
2009	The fashionable and the bejeweled still making a case. (2009, January 13). <i>New York Social Diary</i> . Retrieved from http://www.newyorksocialdiary.com/party-pictures/2009/the-fashionable-and-the-bejeweled-still-making-a-case
2009	Trampel-Daily, R. (2009, January 11). Student given award for green line. <i>Iowa State Daily</i> . Retrieved from http://www.iowastatedaily.com/news/article_28b86b5c-08c4-5e6d-b467-903e7f02e795.html