

DAVID REECE

TRANSFORMATIONAL COO | GROWTH ARCHITECT | CULTURAL CATALYST FOR CONSUMER BRANDS

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EXECUTIVE SUMMARY

Visionary scaling executive with 25+ years transforming consumer brands at the intersection of culture, commerce, and operational excellence. Proven track record leading high-growth and turnaround-stage businesses in clean wellness, beauty, and personal care — trusted by Boards, founders, and PE firms to define vision, deliver measurable value, and build scalable organizations. Deep expertise across DTC, retail, and Amazon; high-performance culture building; and EBITDA expansion through operational discipline, M&A integration, and digital transformation.

CORE COMPETENCIES

- ▶ Executive & Board Leadership
- ▶ P&L Ownership & EBITDA Expansion
- ▶ Consumer Brand Turnarounds
- ▶ DTC, Retail & Amazon Scale
- ▶ Supply Chain & 3PL Optimization
- ▶ Clean Beauty & Wellness
- ▶ ERP & AI-Driven Planning
- ▶ M&A Diligence & Integration
- ▶ S&OP & Stage Gate NPD
- ▶ Digital Ecosystems & DTC
- ▶ ESG, Regulatory & FDA Compliance
- ▶ Organizational Design & Culture
- ▶ Growth Strategy & Value Creation
- ▶ PE & Investor Relations

EXECUTIVE EXPERIENCE

STILA STYLES, LLC — Glendale, CA

Chief Operating Officer | 2025 – Present

- Board-recruited to lead the operational and strategic turnaround of an iconic color cosmetics brand; eliminated \$5M+ in aged inventory and reduced days-on-hand from >450 to <250.
- Cut freight spend by 30% and airfreight reliance by 70%; migrated 3PL to optimize pick-face, execution, and workforce cost efficiency.
- Shifted Amazon from Vendor Central to Seller Central, improving net product margins by 7% in the brand's fastest-growing channel.
- Realigned contract manufacturing away from 85% single-source dependency, reducing 2025 tariff exposure by ~30% and overall COGS by 6%.
- Implemented eQMS, S&OP (improving MAPE by 10%), and a Stage Gate NPD process — increasing launch transparency and accountability.
- Exceeded UFR targets (98.2% vs. 97% goal) while navigating shrinking markets and viral TikTok demand spikes; redesigned NPD launch strategy to absorb viral opportunities.

RITUAL — Los Angeles, CA

Chief Operating Officer | 2021 – 2024

- Key executive partner in PE-supported scale-up of a modern wellness brand with DTC, Amazon, and retail channels.
- Directed NetSuite ERP implementation and AI-driven planning stack (SourceDay, NetStock); reduced inventory carry cost by \$7.2M.
- Achieved 24% reduction in COGS through strategic renegotiation of manufacturing contracts while maintaining supply chain resilience.
- Drove 15% YOY topline growth by influencing marketing, channel mix, and product strategy — including the pivot to women's health.
- Consolidated PMO into a unified center, increasing project commercialization by 25% and aligning cross-functional execution.
- Reduced liability reserves by \$1.65M through cost-effective supply chain solutions.

BEAUTYCOUNTER — Santa Monica, CA

Vice President, Supply Chain | 2017 – 2020

- Built a global 3PL logistics platform supporting DTC and retail scale-up; drove \$2.1M in parcel spend savings and same-day SLA fulfillment.
- Introduced clean ingredient and packaging standards aligned with the brand's clean-beauty mission.
- Championed SAP/Fiori ERP implementation, streamlining procurement and operational processes across the organization.
- Led cross-functional collaboration between product development and marketing to accelerate commercialization.

INTERIM EXECUTIVE ENGAGEMENTS

Recruited to deliver rapid operational and strategic impact across consumer brands during COVID turmoil.

SHAKLEE CORPORATION — Pleasanton, CA

Chief Supply Officer | 2021 – 2022

- Spearheaded M&A diligence and integration efforts, including a large-scale acquisition to enhance strategic positioning.
- Shifted hero product (Vivix) into gummy format to expand market base; led ESG-aligned reformulations and packaging redesign.
- Achieved 20% reduction in lead times, 15% improvement in on-time deliveries, and 17% gain in forecast accuracy.
- Implemented Stage Gate and global S&OP processes; reduced facility costs by 15%.

NUFACE — Vista, CA

Interim COO | 2020 – 2021

- Directed FDA/MDSAP compliance, ERP upgrades, and packaging transitions during COVID-era supply chain volatility.
- Opened EU and Asian markets through accelerated regulatory approval and adapted go-to-market strategies.
- Re-engineered warehouse operations, improving product flow and inventory management.

EARLIER CAREER

XD Labs — VP, Nutrition Operations & Business Development | 2015 – 2017

- Scaled operations from startup to \$25M revenue in two years; facilitated global product launches and joint ventures.

Beachbody — Senior Director, Sourcing | 2011 – 2014

- Directed global supply chain during exceptional growth; owned & managed supply of all ingredients, delivered \$7M in annual savings through negotiation and logistics optimization.

Herbalife International of America, Inc. — Senior Manager, Global Manufacturing | 2000 – 2007

- Managed global manufacturing operations; managed 40 global CMs, achieved \$5M in tax savings and refined supply chain for international market expansion.

Scott-Macon — Associate | 1996 – 2000

- M&A advisory across companies with \$10M–\$100M in sales; built foundational skills in deal structuring and financing.

EDUCATION

MBA — Georgetown University, McDonough School of Business

BA — Hamilton College, Clinton, NY