

Amy L. Meadows

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Career Summary

- An industry leader with over 25 years of experience in: Window Display, Visual Merchandising, Event Planning and Consulting.
- An innovative, award-winning designer offering a history of creative problem solving, effective marketing strategies and project management.

In Retail Design

Marshall Field's (Macy's on State St.)

1983—2008

Sr. Manager, Windows and Marketing Events

Manager, Visual Merchandising/State St. Store

Manager, Window Display Designer, Window Display

Oversight of design and execution of flagship store's world-renowned windows (as well as Branch Store windows), Holiday installations and major marketing events including: Flowering Field's, Glamorama, and Flea Market. Established working relationships with vendors, designers and artists on a national and international basis. Direct reports included up to 20 staff members. Managed annual budgets exceeding \$2 million.

Media spokesperson: For all Marshall Field's and Macy's on State St. Visual and Marketing events—on camera (network, HGTV, CNN, BBC, PBS) and in print (*Chicago Tribune, Chicago Sun-Times, LIFE, Newsweek*).

Liaison: Marshall Field's Archive Collection.

Responsible for handling all internal and external inquiries (including but not restricted to publications, documentaries, private collections), execution of seasonal exhibitions and transfer of collection to Chicago History Museum.

In Education

Columbia College

1991-Current

Adjunct faculty

Developed both introductory and advanced Visual Merchandising courses. Established internships and employment opportunities for students within Marshall Field's/Macy's to provide enhanced mentoring. Awarded *Designer of Excellence* 1999

Lecturer

1992-Current

Develop and deliver Visual Merchandising lectures and workshops targeting the needs of small businesses and independent retailers. Clients include Mayor's Office of Economic Development, W Hotels, and IRDC.

Contributing author

Contemporary Visual Merchandising & Environmental Design, Jay and Ellen Diamond, Pearson Prentice Hall

As a Civic Partner

Community Positions

- Community Giving Grant Coordinator, Marshall Field's/Macy's. Trained and supervised store's Grant Committee in application assessments, site visits and fund allocations.
- Auxiliary Board, School of the Art Institute (Co-chair, 2004, 2005 Galas)
- Fashion Advisory Board, Columbia College
- Board of Directors of OxBow
- Illinois Artisans Society
- Gala Committee, Chicago Loop Alliance 2007
- Volunteer: Gallery 37, Art Resources in Teaching, Chicago Cathedral Shelter, DIFFA

Education

**Northwestern University, Evanston, IL
B.S. School of Speech**