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Barbara Berling
EVP, Merchandising and Sales
Pacific Art Group

An accomplished merchandising, sales, and product development executive, Barbara brings to Pacific Art Group more than 20 years of experience developing and managing leading consumer product and retail brands in the national and global marketplace. Her prominent career charts a demonstrated track record in business and product development, sales and profitability growth, strategic vision of emerging retail trends, partnership building and leadership training for fashion forward and innovative new retail brands.

For more than 15 years, Barbara was the Division President of Byer California the leading junior-driven apparel manufacturing partner with major department and specialty stores. Her accomplishments included conceiving, launching and managing the entire Girls' Division of Byer California line of apparel, which grew to \$95 million in a 13-year period. Barbara's division achieved 35% of company sales volume and 40% of total profits that consistently outperformed the company and the industry.

Throughout her career, Barbara has launched and led numerous sales and merchandising programs and managed trend setting product lines that have become nationally-known brands and licensors – including Eileen West, the designer sleep-wear brand, and Biscotti, Inc. a leading children's wear manufacturer serving specialty boutiques and higher-end department stores as well as national retailers.

Barbara began her career at The Emporium in San Francisco where she served as Merchandising Manager and Junior Sportswear Buyer. She earned a B.A. in Visual and Industrial Design from Purdue University and is a Mortar Board Honors Graduate.



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