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**Helen C. Bulwik  
Founder and President  
Pacific Art Group**

As Founder and President of Pacific Art Group, Helen brings to the venture a long and distinguished career in multi-channel retailing, merchandising, store operations and manufacturing. She has served as either CEO or Chairman of six middle market retailers and consumer product companies including the largest publisher of art in the US. A leading retail expert on emerging retail trends, market analysis and new market creation, Helen has advised senior management of more than seventy retailing and consumer product companies in the development and execution of strategic initiatives for growth and sustainable competitive advantage.

Helen has an established and proven track record identifying and implementing best solutions to critical business issues—driving revenue, growth and shareholder value.

Over an eight-year period, Helen held executive management positions with two of the leading global consulting practices. As West Coast Strategy Partner for IBM's Retail Industry Consulting Practice, Helen developed solutions to enhance and drive significant value with a keen focus on supply chain management and customer responsiveness. Earlier, as Director of Accenture's Global Retail Practice, Helen brought a deep understanding and pragmatic approach to driving value and competitive advantage for large-scale multi-channel, multi-billion dollar retailers, which included eleven of the top twenty US retailers. She also led the firm's eCommerce initiative, assisting in the development and launch of more than fifty eCommerce and B2B Internet businesses.

For the 10 years prior to Accenture, Helen was the President of Seagate International, a privately held Retail Management and Advisory Services Firm. At Seagate, Helen and her staff led the reorganization, repositioning, acquisition or sale of more than twenty specialty retail companies ranging from fifteen to two hundred fifty million dollars in revenue with five successful initial public offerings.

Helen's early retailing roots were established as a Store Manager with Federated Department Stores Bullock's division and with Macy's West where she began her career as a Buyer in the home store. A sought after speaker, Helen is frequently and widely quoted in top business publications and the news media. She is a Lecturer at the Haas School of Business at U.C. Berkeley, where she earned both her MBA and Bachelor of Science degrees. Helen has served on many Boards of Directors and is a past President of the Association for Corporate Growth.



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