

## **Time, Talent and Treasure Award - James G. Geise '89**

### **Biography:**

Jim is currently Senior Account Executive in Sales and Product Development at S. Lichtenberg & Co., headquartered in New York City. Lichtenberg is the largest manufacturer of ready-made window treatments, a 1.4 billion dollar industry at retail.

Jim's business is focused on national, regional retail chain stores and ecommerce accounts including Walmart, Bed Bath & Beyond, Wayfair and Macy's. He oversees regional sales executives across the U.S. and Canada. Jim works with Lichtenberg's internal design staff to develop product, along with packaging to build full-line merchandised window programs to maximize retail space for productivity.

Before joining Lichtenberg, Jim spent ten years as an Account Executive with Croscill Home in New York City, working with the design and marketing teams, while managing sales for national specialty retailers and department store chains.

At Croscill, Jim managed product lines of comforters, sheets, window treatments and bath products. Before that, he worked as an Account Executive with CHF industries, also based in New York City with similar product lines.

Jim graduated in 1989 from Philadelphia University (Philadelphia College of Textiles & Science) with a B.S. in Marketing and a Minor in Textiles. As an undergraduate, Jim served on the Student Government Executive Board, as Class President. He co-chaired the Special Olympics Committee and Chaired the Residential Judicial Board. He served as a College Ambassador, and he's been an advocate for the school as both a student and an alumnus.

Jim says his career in the Home Fashions Textile Industry has been rewarding in many ways. But even as he approaches the 30 year mark in home textiles, Jim credits his success to his education at Philadelphia University, including the experience he gained from its co-op programs and student activities.

Jim has remained connected to Philadelphia University through Alumni, University staff and University activities. He is currently a board member of the Kanbar College of Design, Engineering and Commerce Advancement Council, which works to increase the value of the University's degrees for all alumni, while enhancing the reputation of Philadelphia University as an innovation-focused, innovation-producing institution.

Jim and his employer S. Lichtenberg were closely involved with the University's Strategic Design MBA Nexus Graduate Project in fall 2015. Jim also coordinates his time with the University's Alumni office, the Fashion Merchandising Immersion Class and guest lectures at the University. He is also active in recruiting students.

### **Acceptance Letter:**

Thank you all for the nomination of the Time, Talent & Treasure Alumni award this year. I have enjoyed working with all facets of the University over the years. It has truly been so rewarding watching and being a part of Philadelphia University's evolution. I can't wait to see what the future brings to the University, but I know I want to continue being a part of it.

Thank you again, I am truly honored.