



Terry Tracy

Senior Advisor

Terry Tracy has served as a senior executive for various consumer goods companies, from Fortune 500 companies to disruptive start up brands. He is a high-energy executive who delivers a break-through mastery of fast-changing global consumer trends. He is skilled in developing winning roadmaps and building organizational capabilities to optimize brands' value proposition and product offerings across all channels and markets.

Areas of Expertise

Consumer brands management and marketing

Business and Retail Transformation and Strategy

Public Policy

Non-Profit Organizational Development

Early in his career, Terry held leadership roles with both J. Crew Group, Inc. and Ralph Lauren Corporation. He was recruited to lead Global Gap Outlet, Gap brand's \$1.5+ billion value channel across three global regions: North America, Europe, and Asia. In this role, Terry transitioned the business to a new omni-channel global operating model that enabled rapid product commercialization and significant operational improvements. More recently, he served as President & CEO of local start-up Endeavor Athletic where he launched the brand's retail concepts, developed an omni-channel operating model, and delivered triple-digit revenue growth.

Terry's expertise in global retail and consumer goods markets give him a unique perspective on the conditions that lead to thriving local economies and the policies that lead to tax base expansion. With an academic background in public policy and municipal finance, Terry advises local governments on revitalizing outmoded commercial infrastructure and innovative ways to drive new commercial revenues to fund critical social needs.

He is also Co-Founder and Chief Executive Officer of Broad + Liberty, Inc., a Philadelphia-based non-profit media enterprise and public policy think tank that serves as the region's intersection between local public policy issues and the eternal struggle for liberty.

Terry earned a Bachelor of Arts degree in Political Science from Temple University; a Master of Government Administration degree from the University of Pennsylvania; and is currently a doctoral candidate in Public Policy and Administration at West Chester University (ABD).

Education

Ph.D. (candidate) in Public Policy and Administration
West Chester University

MA in Government Administration
University of Pennsylvania

BA in Political Science
Temple University

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