



**Joanne Calabrese** · 2nd  
CEO Soko  
Talks about #sustainablefashion and #socialimpact  
San Francisco, California, United States · [Contact info](#)  
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 Soko  
 Vanderbilt University

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## About

Experienced General Manager and Strategic Advisor with a demonstrated history of working in the apparel, accessories, beauty and fashion industry. Strong professional skilled in Multi-channel Retail, Wholesale Sales, Merchandising, Marketing, and Nonprofit Organizations. [... see more](#)


## Experience

- **Soko**  
5 yrs 3 mos
- CEO


Nov 2017 – Present · 3 yrs 11 mos  
San Francisco Bay Area
- Strategic Advisor


Jul 2016 – Present · 5 yrs 3 mos  
San Francisco Bay Area

Soko is a venture backed fashion brand that is redefining the aesthetics of ethical fashion; offering high quality, contemporary design paired with handmade techniques and sustainable materials. It is powered by mobile-first supply chain and payment technology to connect artisan entrepreneurs directly to Soko and their 400+ global customers. [... see more](#)
- Strategic Advisor


 V-dog, Inc.  
Jun 2016 – Jun 2018 · 2 yrs 1 mo  
San Francisco Bay Area

World's leading 100% Plant Based Pet Food Products  
[www.v-dog.com](http://www.v-dog.com)
- Board Member

 Joe's Jeans Inc.  
Mar 2012 – Feb 2016 · 4 yrs  
Los Angeles
- Senior Vice President, Americas Region

 Fossil  
Jul 2012 – Jun 2015 · 3 yrs  
Dallas, TX

As SVP of Fossil Group Inc, Americas Region, I managed the \$1.8B wholesale and retail businesses for 15 brands both manufactured and distributed by Fossil Group. Brands included Fossil, Skagen, Michael Kors, Tory Burch, Marc Jacobs, Burberry, Diesel, Adidas, Armani, DKNY, Michelle, Karl Lagerfeld, Zodiac and Relic. [... see more](#)
- Founder

 jcr3: a consultancy  
Jan 2007 – May 2012 · 5 yrs 5 mos  
San Francisco Bay Area


jcr3 is a consulting practice with a deep understanding and holistic view to the workings of retail organizations because we have done it ourselves - merchandising, sourcing, product development, marketing, financial planning, merchandise planning, distribution, visual merchandising, e-commerce, and more. [... see more](#)

Show 5 more experiences


## Education


- **Vanderbilt University**  
BA, Latin American Studies

## Volunteer experience

- 

**Volunteer and Board of Directors**  
Make-A-Wish Greater Bay Area  
May 1992 – May 2002 · 10 yrs 1 mo  
Children

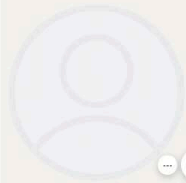
Held various board positions: board member, vice chair and advisory board.
- 

**Board of Director & Head of Marketing Committee**  
Family House Inc.  
Sep 2005 – Jul 2012 · 6 yrs 11 mos  
Children
- 

**Board of Directors**  
North Beach Citizens  
Feb 2010 – Feb 2011 · 1 yr 1 mo  
Human Rights


Homeless Advocacy Group in San Francisco, CA


Show 2 more experiences




Skills & endorsements


**Retail** · 49

 Endorsed by Michelle Carrara and 13 others who are highly skilled at this


 Endorsed by 8 of Joanne's colleagues at Fossil Group, Inc.

**Leadership** · 44

 Endorsed by 6 of Joanne's colleagues at Fossil Group, Inc.

 Endorsed by 14 people who know Leadership


**E-commerce** · 35

 Endorsed by 5 of Joanne's colleagues at Fossil Group, Inc.

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Recommendations

Received (0) **Given (3)**



**Patrick Dredde**  
Sr. Vice President - Planning at Backcountry.com  
January 21, 2020, Joanne was senior to Patrick but didn't manage directly

As SVP of Fossil Group Inc, Americas Region, I managed the \$1.8B wholesale and retail businesses for 15 brands both manufactured and distributed by Fossil Group. As head of DTC Planning & Allocation, Patrick's commitment to ensuring the Merchant's vision was experienced as fully as possible at all consu... See more



**Scott Ormerod**  
Partner at Leap Solutions Group, Inc. Community Volunteer - Greater Bay Area Make-A-Wish Foundation  
December 4, 2008, Joanne worked with Scott but at different companies

I've know Scott for over 14 years and can highly recommend him as a business colleague as well as fellow board member. We met as volunteers at the Greater Bay Area Make-A-Wish Foundation where he later became Chairman of the Board. He is an outstanding leader who believes in creating a team to ... See more

Show more ▾

Accomplishments

2 Languages

English · Spanish

Interests



**Retail Management Executive Group**  
286,399 members



**Retail Industry Professionals Worldwide**  
219,993 members



**Daniel Goleman**   
Host of First Person Plural: Emotional Intelligence  
5,649,916 followers



**Retail Industry Professionals Group**  
653,466 members