

Caroline Gauthier

CEO of TYR Sports Canada



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Table of Contents

1. Introduction

1.1. About herself

1.2. How contact was made

1.3. Where Interview took place

1.4. About TYR

1.5. Position in the Channel of Distribution

1.6. Imagen and Mission Statement

1.7. Target

2.

1 Introduction

1.1 About Caroline Gauthier

Caroline Gauthier has an experience in fashion since she was a student, she worked with her parents in a fashion swimsuit industry for many years right after her graduation. While she was young, she decided to study Journalism and Media at Champlain College. She studied various subjects such as Economics, Marketing, Accounting at McGill University. Occasionally she started to assist her father, both a CEO and a buyer of a small boutique, who later became one of her most important role models.

Caroline has been CEO of TYR SPORTS CANADA since 1995. Her primary responsibilities include making significant decisions, managing the operations and human resources in a company. She is also acting as the leader while communicating between managers and corporate operations. Decision-making mainly, however, she also oversees the production and what to distribute from TYR Sport-US and Australian company directly. She travels many times per year to Australia to manage all the distribution around the world.

1.2 How contact was made

We have the luck to know our classmate Nicola Cantini. His family has been into the fashion industry for many years. He talked about his mother Caroline Gauthier, particularly about her being CEO of Canadian branch of TYR, a brand based in US, but also operating in Montreal. He offered to contact her via email and ask if she can participate in this project, i.e. in-class visit and interview. She accepted the offer soon enough thanks to her interest. We planned to interview her before our presentation, but, unfortunately, she cancelled the meeting because she would need to leave Montreal for several days. However, we were able to schedule a new interview on the same day of the presentation.

1.3 Where interview took place

We decided to interview her the same day she presents at school to talk about her. At the finale of the presentation, we went to the cafeteria and interviewed her for about 30 minutes because she needs to return to his office. We want to meet her before at his office but she could not because she was on a business trip.

1.4 About TYR



Founded in Huntington Beach, CA by swimwear designer Joseph DiLorenzo (current owner) and 1972 Olympic Bronze Medalist Steve Furniss, TYR Sport was established in 1985 to provide the competitive swim market with vibrant, performance-driven prints. Since its inception three decades ago, TYR has grown to exist as one of the world's most recognizable swimming and triathlon brands.

1.5 Position in the Channel of Distribution

TYR is a company with global distributors and an international following. They have contracts with manufacturers in China that produce his products, and they sell these products to different independent companies around the world especially in swimwear and sport retail stores.

1.6 Imagen and Mission Statement

TYR remains dedicated to building the industry's most durable, uniquely designed swimsuits, cutting edge equipment and innovative caps and goggles. On a relentless path to push the limits of sportswear we not only reimagine technologies for enhanced competitive performance, but also embrace lifestyle markets to accommodate athletes and water enthusiasts at every level.

1.7 Target

They have a massive target between kids from 4-5 years old to adults that are into sports and high performance activity.

Thank you letter.

Dear Caroline,

We wanted to take a second to thank you for your time the last week. We enjoyed our conversation about your job as the CEO of TYR and how you do your days at office and responsibilities. We enjoyed learning about your position overall. And we hope you enjoyed the time been at our college with us.

Thanks again for the great conversation and the incredible opportunity to know more about your enterprise.

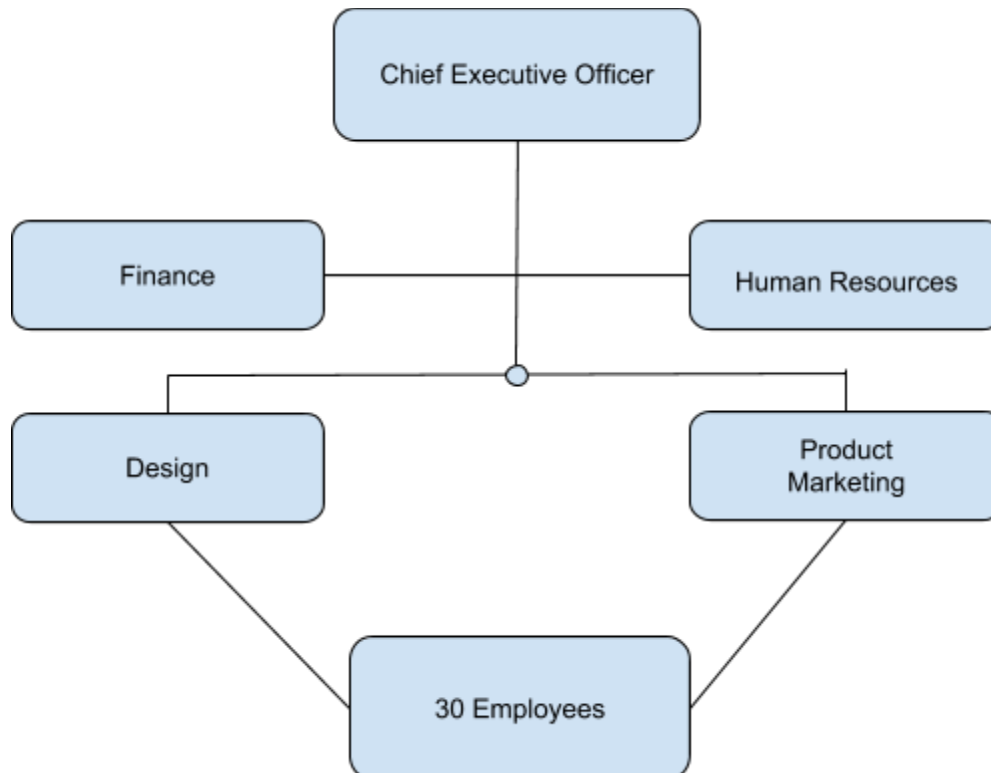
We hope you enjoyed our thank you gift.

Best Regards,

Margarita Dolgova, Lucia Chang, Alejandro Melo and Yilin Fang.

2 Discussion of This Job Function

2.1 Organization Chart - Functional Organizational Structure



2.2 Caroline's position on organization chart

Caroline is the Chief Executive Officer (CEO) of TYR Sport Canada, CEO is the highest-ranking executive in a company. And Caroline's primary responsibilities include making major decisions, managing the overall operations and human resources in a company, and acting as the main role of communication between the board of managers and corporate operations such as financial manager, human resources manager, production manager and design manager. Decision-making mainly, however, she also oversees the production and what to distribute from TYR Sport US and Australian company directly.

2.3 Job Description

TYR Sport Canada

Chief Executive Officer Job Description

Office/Division/Department:Operations

Employee Name:Caroline

Positions Supervised:N/A

Reporting to:N/A

Position:Chief Executive Officer

Purpose of the Job:Setting the goal of the company and building manager team

Major Responsibilities and Duties the responsibilities of this position include,but are not limited to ,the following:	% TIME
<ol style="list-style-type: none">1. Management of the company<ul style="list-style-type: none">• Hiring, dismissing and leading senior managers, bring the whole team together• responsible for the budget of year and allocation of funds to different departments• makes decisions for new products of each seasons• collaborates with agents for sales• chooses fabric suppliers• oversees the production and what to distribute from TYR Sport US and Australian company.• negotiates on the brand images with the head office of TYR Sport	60%
<ol style="list-style-type: none">2. Personal<ul style="list-style-type: none">• Manage the other brand, Azura	40%

3 In-depth profile of individual being interviewed

3.1 Professional and educational background

Caroline Gauthier has been CEO of TYR SPORT CANADA for more than 22 years. Before she worked with her parents in a fashion swimsuit industry for many years right after her graduation. While she was young, she studied Journalism and Media at Champlain College without any interest in the Fashion industry. According to her words, Caroline did not plan to join her parents and continue working within their business after graduation. Therefore, she studied various subjects (i.e. Economics, Marketing, Accounting, etc.) in McGill University. Occasionally she started to assist her father, both a CEO and a buyer of a small boutique, who later became one of her most important role models.

Being a member of a family business allowed Caroline to see the insides of a fashion retailer: she gained an indispensable experience of buying, knowledge of diverse materials, fabrics and designs, the basics of managing people and working in a team, etc. Moreover, once her parents presented swimsuits in their boutique and found out that they are their most successful goods, they decided to open a store offering customers only swimwear. Therefore, Ms. Gauthier was present at a time when her father, Jean Gauthier, founded Bikini Village, a famous Montreal-based fashion swimsuit retailer with more than 40 years history.

Since her father “was not a very good buyer”, as Caroline referred about him herself, she would often assist him in choosing clothes and swimsuits for their store. She was also involved into marketing. For example, at times when social media like Instagram and Twitter were not yet invented, Caroline and her family started publishing a fashion magazine to connect with suppliers, attract customers and increase brand awareness. They held several beauty contests, i.e. swimsuit modelling, and the winner’s photo would be published in the magazine. As a result, many people started following this magazine, and sales of swimsuits continued to grow. And, though the company was a retailer, the owners also developed their own brand, i.e. line of products, that allowed Caroline to get experience in product development and manufacturing.

As it was already mentioned, Jean Gauthier was one of Caroline’s role models: he had an extraordinary business sense. At that time there was no “mix & match” concept, but he was one of the first ones who recognized his customers’ need and introduced this revolutionary concept to his stores. Moreover,

Caroline learned important basics of HR management from him and then developed her own team of professionals working as one entity in order to satisfy the customers.

Since Caroline had been observing her father's work for years, she initially grew into CEO herself. After her parents sold their company, she united with a Canadian TYR supplier at that time, because she had been working with the team before and knew the swimwear business. Later Ms. Gauthier bought out the company and re-settled it like TYR SPORT Canada, maintaining the license with TYR US for more than 22 years. In fact, TYR SPORT CANADA is the 1st licensed TYR SPORT company in the world among many other licensees.

Now Caroline is involved into management of all levels at TYR SPORT CANADA and Azura, the representative of Sunseeker, an Australian fashion swimsuit company, in Canadian market. Although she mainly participates in decision-making, she is rather involved into hiring company's personnel just like her father was.

3.2 Importance of technology

Taking into consideration the fact that TYR SPORT manufactures swimsuits for athletes and professional swimmers, the company uses rather specific technology and methods in order to create a high-quality swimwear. TYR SPORT CANADA is both a licensee and a distributor, which means that Canadian company orders and distributes goods created in US, but also develops certain products within Canadian division.

As Caroline mentioned, they use specific fabric in order to manufacture swimsuits for athletes and test the final product, for instance, for durability. As a decision maker, she is responsible for choosing the methods and switching between factories if quality conditions are not met.

In terms of social media TYR SPORT CANADA has its own online store, where customers can purchase swimwear for men, women and kids as well as goggles, backpacks, etc. Since swimsuits remain the type of clothing that people would usually like to try on before purchasing, less sales are made online. Sales mostly come through retail stores such as La vie en Rose. Therefore, online tools used are limited. Although Caroline has always been involved with various marketing activities, at the moment she does not take part in online advertisement and do not use social media like Instagram, LinkedIn, etc.

3.3 Biggest professional accomplishment

As CEO of TYR SPORT CANADA, Caroline determined her biggest professional accomplishment as maintaining TYR license for more than 22 years, which makes TYR SPORT CANADA the 1st and the oldest TYR licensee among the world. In order to continue operating under this label, Ms. Gauthier needed to succeed in every possible direction: product development, manufacturing, marketing, finance, HR, maintenance of relationships with the heads of TYR US, etc. Furthermore, for 22 years she has been building her team of professionals, who would act like one entity to create value for their customers.

Caroline states that even though she would guide her employees to certain goals and make the most important decisions, she would still need them to act on their own and be passionate about their job. It may not necessarily be an enthusiasm that sales managers show; people might express their attitude within their everyday activities. As an example, Caroline described financial managers who patiently build reports and demonstrate their own way of being passionate to make the company succeed. However, she considers team-orientation to be of the most significant qualities: only then individuals can build up an integrated entity. Since she would always be involved into hiring, it is one of her accomplishments as a part of the biggest achievement.

The other part of it is customer services: like her father, Caroline often educates her staff to help employees develop professionally.

3.4 An important role model or mentor

As it has been already mentioned, after Caroline Gauthier studied marketing, economics and accounting, and graduate from McGill University, she did not even plan to go to fashion world at all, but at that time her mother opened a store at 2222 shopping center. She would often help her mother and work there during the summer, and one summer her mother decided to introduce the swimwear line. This became a turning point into Caroline's career in the fashion industry. After that thanks to her father's commercial awareness they realized that the swimwear was most the most profitable line in the store. At the following year, they discussed why don't they change all of their fashion products to just the swimwear for the summer, and Caroline Gauthier help renamed the store called "Bikini Village". After they built Bikini Village, occasionally Caroline started to assist her father, Jean Gauthier, both a CEO and a buyer of a small boutique, who later on became one of her most important role models.

Jean Gauthier had an unusual sense of business. When there was no "mix & match" concept, Jean Gauthier was one of the first people who recognized the need of his clients and introduced this

revolutionary concept to his stores. Moreover, as Caroline works with her father she learned the important basics of HR management from him and then she developed her own team of professionals working as one entity in order to satisfy the customers. So It can be said that her father has given her a lot of education and help in the process of creating a business. As I mentioned before, Jean Gauthier is a role model for Carolina Gauthier.

3.5 The biggest lesson

As Caroline Gauthier said from the past experience in her career, that you need to deeply enjoy what you do and have a real passion for the products and business. The trick is you need to devote yourself to what you do on the business with the ten thousand hours rule. Things will gradually become much easier and easier to work on as you make mistakes and then figure them out. Another significant point you need to know in order to succeed is to always seize the opportunities and sometimes you need a little bit of luck. So that is the biggest lesson she learned so far that helps stabilize and develop her company and industry.

3.6 Main source of inspiration

At mid-seventies' Florida when Carolina Gauthier as a kid going to the Disney World. The image of the company was incredible , has always being in her mind, she told an example, that the idea of when they went into the massive parking lot, you have a sign to spot to it, and the guy brings you in, when you drive true in to the radio station it's all about the company, it makes everyone in a good happy mood also the employee, it gives you the immediately experience its the positive one. The merchandise in the marketing everything they sell it's amazing for her at the the the the the the seventies, then she found it inspiring to be a company like that. So sometimes she uses 3 o'clock parade as inspiring to teach her own employee how to treat people, how to interrupt. Even if someone asks you an obvious question, answer them politely. Because the answer to that question may be obvious to you, but it may be some people they really don't know.she will tell her employees it's 3 o'clock parade. Education her employees must be polite and not show impatience when they encounter those problems.

3.7 Internship required

The company is interested in taking an intern in the future. She is looking for people who would fit in with the people she already has, she wants her employees not to be identical but each has his/her own merits. On curriculum, vitae, She would prefer someone who sticks to one job, who doesn't move around too much. Your punctuality is very important as well, she doesn't want someone who can't be on time. She also attaches great importance to the cultivation of the employees' comprehensive quality and enhancement.

4 Bibliography

<https://www.tyr.com>