



BIOGRAPHY

Rae Ann Panciera

Since December 2004 Rae Ann Panciera has been the owner and buyer for Susan Rose. She oversees all day-to-day operations, as well as long and short term marketing initiatives. Rae Ann is committed to providing one-on-one service to store customers, increasing Susan Rose visibility and recognition in the South Florida market and increasing sales to sustain the store's position as a leader in the special occasion apparel retail business.

With 22 years experience in business development, Rae Ann proves to be a highly motivated, dynamic leader. She has hands-on experience starting businesses and exhibiting profitability. She has a strong track record for increasing sales, generating revenues, increasing brand awareness and planning and implementing marketing campaigns for new and existing programs alike.

Rae Ann is no stranger to the world of retail. She was raised in a family floral business and at the age of 19 successfully owned and operated two South Florida bridal salons. She sold her bridal salons to start and raise a family. Three beautiful children later, Rae Ann leapt into the funeral industry where she is still recognized as a thought leader in business development, customer service and marketing.

Rae Ann's background has enabled her to infuse a whole new level of customer service and satisfaction into Susan Rose. She finds little difference between helping a customer find the perfect ensemble for a very special event and helping a family make decisions and find peace during the difficult moment of death. Both require patience, understanding and guidance.

Rae Ann has displayed a remarkable return to retail. Her plans to increase customer awareness and loyalty have made her a major asset and a pivotal addition to Susan Rose. The increase in sales over the past year and a half is a direct result of Rae Ann's efforts and a true sign of her success to date.