



of New York City



## **Stacy Gordon**

*Chief Operating Officer,  
ALLOY Women's Health*

Stacy Gordon is a dynamic and strategic general manager and P&L business leader who drives top line growth and bottom line profitability to maximize market potential of products and services. She is a visionary who can create strategy, build business and financial support, identify operations and technology implications and motivate people to execute and evaluate results.

Stacy has an impressive track record of innovation in brand marketing and new business development, including establishing and managing partnerships that generate incremental revenue across multiple retail channels. She has created new businesses, launched new products and partnerships, and transformed marginal or money losing businesses into winners. She is a collaborative leader who excels at developing talent managing cross functional teams. A special interest is in empowering girls and women and addressing their needs.

Stacy holds a BA in Economics from Colgate University and an MBA in Marketing from Columbia Business School.