

SUMMARY Academic Director of the MBA in Business: Luxury & Retail at the Leonard N. Stern School of Business. Accomplished professor with an entrepreneurial approach to curriculum development in luxury marketing, retail, and entrepreneurship (within the luxury sector); excellent research, writing, and public speaking skills; deeply effective in establishing and developing relationships. Experienced brand strategist with advanced critical, analytical, and quantitative skills. Formulated a framework that draws on business, design, and cultural principles to render brands culturally relevant and financially successful. Dedicated mentor to young business professionals and creative teams in large enterprises.

TEACHING

- 2022-Present **Clinical Associate Professor of Marketing**, *Department of Marketing, Leonard N. Stern School of Business, NYU*
- Design and teach core marketing courses to full-time and part-time MBAs
 - Design and teach all the electives listed below
- 2012-2022 **Adjunct Professor of Marketing**, *Department of Marketing, Leonard N. Stern School of Business, NYU*
- Design and teach “The Core of Luxury: Processes, Products, and Strategies through History” to MBA students
 - Design and teach “Luxury Branding: Brand Thinking and Experience” to MBA students
 - Design and teach “International Immersion in Fashion & Luxury: Milan & Paris” to Fashion & Luxury MBA students
 - Design and teach “NYC Immersion” to Fashion & Luxury MBA students
 - Design and teach “Luxury Launch: Designing & Marketing a Luxury Product/Project/Enterprise” to MBA students
 - Design and teach “Luxury Marketing” to undergraduate business majors
 - Design and teach “Luxury Branding” to undergraduate business majors
 - Design and teach “Retail Strategy” to undergraduate business majors
- 2018-2021 **Adjunct Faculty**, *Christie’s Education, New York* (The program was eliminated in 2021)
- Design and teach “Marketing the Art World” in *Christie’s Art, Law, and Business* Master of Arts program.
- 2014-2022 **Adjunct Faculty**, *Parsons School of Design, New York*
- Design and teach “Advanced Research Seminar” to fashion majors
 - Design and teach “Interior Design Survey” to MFA interior design students
 - Design and teach “Objects as History” (first year students)
 - Design and teach “History of Architecture” (architecture and interior design majors)
 - Designed and taught “Art, Design, & Fashion Press: History & Practice” (elective)
- 2014-2018 **Instructor, LVMH Fundamentals in Luxury Retail**, *Parsons School of Design, New York*
- Designed and taught “Luxury Consumer Trends” to several groups of Mandarin-speaking professionals who train to enter the field of luxury as sales professionals
- 2013-2017 **Adjunct Faculty**, *Sotheby’s Institute of Art, New York*
- Designed and taught “Understanding the Luxury Market” a month-long intensive at SIA’s summer institute
 - Designed and taught “Art World Marketing, PR, and Communications,” a month-long intensive at SIA’s summer institute
- 2013-2015 **Adjunct Faculty**, *New York School of Interior Design, New York*
- Designed and taught “Modern Architecture and Design I & II” to BFA and MFA students
 - Designed and taught “The Business of Design,” a series of seminars in Continuing and Professional Studies
- 2004- 2014 **Adjunct Professor of Art History**, *Art History Department, New York University, New York*
Ranked consistently in the top 1% of professors for ten consecutive years
- Designed and taught a senior seminar on art history methodology to Honors Students; supervise honors theses on a variety of topics within the art history and urban design history curriculum
 - Designed and taught History of 20th Century Architecture (advanced course) to Art History majors
 - Designed and taught “Cultures of Excess: Fashion and Product Design through Modernity” (advanced course) to majors
 - Designed and taught “Entrepreneurship in the Business of Art” to CAS undergraduate students

UNIVERSITY ADMINISTRATION

- 2019-Present **Academic Director, MBA in Business: Luxury & Retail**, Leonard N. Stern School of Business, New York University
- Advance and refine the curriculum; assign course loads to NYU Stern professors
 - Hire new adjuncts to teach within the focused MBA
 - Set strategic goals for the Fashion & Luxury Council of external partners
 - Develop industry relationships and bring in new experiential/consulting projects
 - Maintain/develop relationships with the press to promote the focused MBA
 - Work closely with the Vice Dean and Dean of NYU's Stern School of Business on a variety of administrative issues
 - Mentor focused MBA students
- 1999-2014 **Director of Research Collections**, Art History Department, New York University, New York
- Directed book and image collection development as it relates to the curriculum of the department and to current trends in scholarship
 - Spearheaded digital imaging research at NYU and secured private funds for the acquisition of a new enterprise software solution
 - Persuaded university administration to invest in the software infrastructure upgrade with an initial budget of \$1 Million
 - Adjusted financial and operational activities within the department to increase efficiency by 15%
 - Met budget target for operations (\$1.6 M budget) and achieved savings of 10% annually on endowed accounts
 - Assessed personnel needs for the department; hired, trained, and managed a staff of 24 employees
- 1997-1999 **Research Collections Services Supervisor**, Art History Department, New York University, New York
- Researched current trends, news, and relevant economic information within the art market industry
 - Negotiated pricing and achieved savings of 30% on contract for IT infrastructure and presentation equipment
 - Managed a network of over 2000 alumni in the museum, gallery, and university sectors

CONSULTING

- 2009-Present **Founder & Chief Ideator** at BRAND(x)LUX, New York
- I created the *Cultural Utility Index*, a new framework that completely revolutionizes the traditional approach to brand assessment and which can set business strategy successfully for firms that are destined to lead in the market from a position of creative innovation.
- I have worked with international clients in the following industries: fine jewelry, luxury fashion, fashion brands, men's accessories, perfume/beauty, travel/leisure/hospitality, education, and design services. Assignments have covered a variety of scopes, including financial projections, market exploration, business planning, strategy exploration, complete brand design, brand re-design and leadership coaching.
- 2015-Present **Expert adviser** in legal cases
- I have worked in high profile legal cases that pertain to the field of luxury brands in international markets

PUBLICATIONS

- Serdari, Thomai. "Chanel's Ascent to the Pinnacle of Luxury: A Triadic Model of Evolution for Luxury Brands," in Wachenfeldt, Paula von and Magdalena Petersson McInture eds. *Luxury Fashion and Media Communication: Between the Material and Immaterial*, Bloomsbury Academic, 2023.
- Serdari, Thomai. The Role of Cultural Innovation in the Success of Luxury Startups. *Journal of Strategic Change in Entrepreneurial Finance*, May 2022. <https://doi.org/10.1002/jsc.2497>
- Appointed Editor-in-Chief of *Luxury: History Culture Consumption* published by Taylor & Francis, July 2021.
- Serdari, Thomai. *Rethinking Luxury Fashion: The Role of Cultural Intelligence in Defining Creative Strategy*, New York: Palgrave Macmillan, 2020.
- Contributor in Cantoni, L., Cominelli, F., Kalbaska, N., Orati, M., Sádaba, T., & SanMiguel, P. (2020). Fashion Communication Research. A way ahead. *Studies in Communication Sciences*. Retrieved from <https://www.hope.uzh.ch/scoms/article/view/2200>
- Serdari, Thomai. "The Carloway Mill Harris Tweed: Tradition-based Innovation for a Sustainable Future," in Miguel Angel Gardetti ed. *Sustainable Luxury, Entrepreneurship and Innovation*, New York: Springer, 2018.
- Serdari, Thomai. "Luxury Brands in China and India," Book review in *Luxury: History Culture Consumption*, London: Taylor & Francis, March 2017.

Serdari, Thomaï editor. *Luxury: History Culture Consumption*, Special Business Issue, March 2017, London: Taylor & Francis.

Serdari, Thomaï. "Diamonds, Development, and Dollars: A Case Study on a Newly Founded Gemological Lab in Botswana Aiming at Sustainable Community Empowerment," in Miguel Angel Gardetti ed. *Sustainable Management of Luxury*, Springer, 2017.

Serdari, Thomaï. "Experiments in Suchness: Hiroshi Sugimoto's silk *shiki* for Hermès," in John Armitage and Joanne Roberts eds. *Critical Luxuries: Art, Design, Media*, Edinburgh: Edinburgh University Press, 2016.

Serdari, Thomaï. "STEIDL: Printer, Publisher, Alchemist: The Field of Luxury Production in Germany," *Luxury: History Culture Consumption*, London: Taylor & Francis, November 2015.

Serdari, Thomaï. "Kapferer on Luxury," Book review in *Luxury: History Culture Consumption*, London: Taylor & Francis, November 2015.

CONFERENCES & ART CURATION

Speaker, Retail Redux: A Framework for Continued Wins, FUTR USA, New York, NY, September 5, 2024.

Panel Moderator, Re-commerce, Re-sale, FUTR USA, New York, NY, September 5, 2024.

Keynote Speaker, Digital Marketing Summit, Seoul, Korea, April 12, 2022.

Keynote Speaker, Specialty Coffee Association, Boston, April 5-7, 2022.

Keynote Speaker, Allergan in-house conference, February 25, 2022.

Keynote Speaker, Mercedes-Benz in-house conference, January 26, 2022.

Keynote Speaker, "From Catwalk to Hypertalk and Beyond: Fashion Between the I and the We" Ascona, Switzerland, July 21-26, 2019.

Keynote Speaker, "Innovation and Entrepreneurship in Luxury," AGBU, Yerevan, Armenia, October 23-24, 2018.

Presenter, "Rethinking Modern Luxury Fashion: Gucci's New Language for Today's Adolescent Consumer," NEMLA annual conference, Pittsburgh, PA, April 12-13, 2018.

Presenter, "Not Just a Pretty Face: How Luxury Brands Use Intellectual Engagement With Consumers to Develop Long Term Brand Equity," Consumer Response to the Evolving Retailing Landscape Conference, Baker Retail Center, Wharton School of Business, June 22-23, 2017.

Presenter, "From Tehran to Tehranto: The Rich Kids of Iran and How They Impact the Taste for Luxury in Canada and North America," *Nouveau Reach Conference*, Ryerson University, May 11-13, 2017.

Presenter, "How to Reinforce the Creative Industries in China," *2017 Sino-British International Summit on the Cultural and Creative Industries*, University of Nanjing, April 28, 2017.

Presenter, "Fashion as Art" *6th Annual Fashion Now and Then at LIM College*, New York, NY, October 20-22, 2016.

Presenter, "Mind and Hands: The 'Ultimate Maker' and the Pursuit of Luxury," *In Pursuit of Luxury Second Annual Conference*, New York, NY, May 6, 2016.

Curator, "AbEx Redux: Three New Directions in Abstract Painting" *The Local*, Long Island City, April 3 through April 27, 2016.

Panel Moderator, "AbEx Redux: Artists Talk, *The Local*, Long Island City, April 27, 2016.

Presenter, "Spectacle as Luxury: Björk, Contemporary Spectable Maker, A Case Study," *Popular Culture Association/American Culture Association Annual Conference*, Seattle, March 21-25, 2016.

Presenter, "Destination Point of Departure: Creative Process as Collectible in Avant-Garde Fashion," 5th Annual Fashion: Now & Then Conference at LIM College, October 22-24, 2015.

Presenter, "Next Generation Communications in Luxury," *Luxury Interactive Conference*, New York, NY, October 13, 2015.

Presenter, "Cool, Hip, or Status? Culture Matters that Determine Success for Luxury Fashion Brands," Universidad de Navarra, ISEM Business School, New York, July 15, 2015.

Presenter, "Classical, a String of Luxury: The Power of the Particular in Björk's Music," Luxury Working Group, Winchester School of Art, UK, May 21, 2015.

Presenter, "High Net Worth Individuals in BRIC-dom: Facts and Myths about their Consumption of Luxury," *Luxury Interactive Conference*, New York, NY, October 15, 2014.

Panelist, "The New Face of Luxury," Annual General Assembly Glion Institute of Higher Education. The Waldorf Astoria, New York City, April 3, 2015.

Panel Moderator, "Lessons Learned from Luxury Online Startups," *Luxury Interactive Conference*, New York, NY, October 13, 2014.

Presenter, "From Handicraft to High Street: The Paradigm Shift of African Fashion," *Fashion Now and Then at LIM College*, New York, NY, October 3-5, 2014.

Presenter, "The Future of Luxury," Leonard N. Stern of Business, NYU, December 11, 2013.

Presenter, "Methods in Luxury Marketing," Leonard N. Stern of Business, NYU, Paris October 17, 2013.

Presenter, "Fashion Now and Then," a two-day symposium held on October 3-5, 2013 at LIM College.

Presenter, "Creating a Microsite: Analyzing How to Weave Together Your Touch points," *Luxury Interactive Conference*, New York, NY, September 23-25, 2013.

Presenter, "Fashion Now and Then," a two-day symposium held on October 19 & 20, 2012 at LIM College.

Panelist, "Mediating Art Historical Research: Finding a Path between the Forest and the Trees," Artist's Records in the Archives: A Two-Day Symposium, October 11-12, 2011.

Organizer, "Open Eyes and Open Mind: The Art History of Robert Rosenblum," a two-day symposium in honor of his 50th anniversary of his Ph.D. from the Institute of Fine Arts, New York University, October 13 & 14, 2006. Recruited 17 speakers, fundraised \$10,000, hosted over 300 guests, organized two receptions and a luncheon, oversaw event planning and production.

STUDENT WORK ADVISEMENT

2017-Present Stern Signature Projects for MBA students, *Leonard N. Stern School of Business*, New York

2014-2022 Master's degree students, *Gallatin School of Individualized Study*, New York University. New York

2008-2014 Bachelor's degree students, *Art History Department & Gallatin School of Individualized Study*, New York University, New York

EDUCATION

New York University, Leonard N. Stern School of Business, New York, NY

Masters of Business Administration • Specialization in Corporate and Quantitative Finance

New York University, Institute of Fine Arts, New York, NY

Ph.D. in Art History & Archaeology

- Concentration in 20th century architecture; Dissertation: "Albert Mayer, architect & town planner: The case for a total professional" under the supervision of Jean-Louis Cohen (<http://www.caareviews.org/dissertations/81/completed>)
- Minor in Political Science (History of Social & Political Thought, Methods of Social & Political Analysis)

New School for Social Research, New York, NY

Masters of Arts in Communications • Media Studies Award 1996

National Technical University of Athens, Athens, Greece

Masters of Arts in Architecture

- Thesis: "Infrastructure modernization: The case of Salonica's highway within the context of cultural capital of Europe"
- Dean's List •Honors Scholar in Mathematics

- ADDITIONAL** • US citizen; Fluent in French and Greek; reading knowledge of German, Spanish and Italian
USPAP certified fine and decorative arts appraiser; Certified SCRUM master