



Krystal Silva

VISUAL MERCHANDISER

DOCJOHNSON®

Krystal joined the Doc Johnson team in 2012 and has brought Doc Johnson merchandising to the next level. A graduate of the Fashion Institute of Design and Merchandising in Los Angeles, Krystal introduced revolutionary wall skins to the pleasure product industry by developing several branded wall skins representing Doc Johnson's core collections.

In addition to now offering several standard sizes of branded wall skins, Krystal has developed complete merchandising manuals for Retailers, Wholesalers and Distributors, as well as extensive training materials. Plan-o-grams and customized merchandising programs are just part of her repertoire and allow her to lend her knowledge and expertise to make retail store spaces into the most efficient and profitable areas possible.

Krystal is responsible for trade show participation worldwide, and the look & theme of all Doc Johnson booths. The bi-annual Adult Novelty Manufacturer Expo (ANME) is a huge undertaking and Krystal orchestrates the organization and focus for both shows. She also ensures that the look and feel of Doc Johnson's core brand stays consistent across several mediums. Every aspect of Doc Johnson visual branding is guided by Krystal's expertise.

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