

PROFILE

I am a **High Energy Servant Leader with broad based experience in Retail and Retail Solutions**— best in class merchandising and marketing foundation (7-Eleven, Albertsons/Safeway, IRI) rooted in understanding shoppers with a passion for developing solutions that deliver industry leading growth. Equally skilled at being a “player” and “coach”. As a player, my expertise in category management, analytics, shopper marketing, and product development have contributed to the successful growth of several organizations. As a coach, my leadership has been shaped by the principles of Servant Leadership, with a strong belief that leading people is more about enabling a team to be successful than it is to be a manager of individuals. Highly collaborative and continual learner with a focus on solving customer needs through innovation, transforming organizations for future success.

My specific areas of strength and proof points are:

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| <i>Build, hire, and serve high performance teams:</i> | Demonstrated strong leadership skills in both large mature and midsize growth companies. Selected for leadership development programs at 7-Eleven, IRI, Albertsons, and Safeway. Proudest accomplishment is seeing individuals I have mentored go on to be great leaders. |
| <i>Tenacious focus on growing the business:</i> | Strong track record of delivering strong financial performance growth through sales driving tactics and detailed attention to cost management. Grew sales at Jacksons above market pace by +25%, turned around negative financial performance at Advantage, proven success as a merchant at multiple retailers both managing products and developing Private Brands. |
| <i>Build/execute effective go-to-market strategies:</i> | Experienced in building strategic plans at a company and department level, developing new approaches and processes, and executing with excellence to achieve outperforming results in the areas of Merchandising, Marketing, and Operations. |

RELEVANT PROFESSIONAL EXPERIENCE

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| Blue Yonder (formerly JDA), Boise, ID
Global technology provider to Retailers, CPGs and other industries; largest Supply Chain & Category Management solution provider
Global Industry Strategist, Grocery/Convenience/Quick-Serve Restaurants
Responsible for providing industry insights and strategic collaborations to retailers worldwide and influencing product development roadmap to serve existing customers as well as influence acquisition of new retail customers globally
Significant accomplishments include: <ul style="list-style-type: none">• Strategic development and implementation of Convenience channel Go-To-Market growth of 2-3X within 3 years• Influencer of expansion within many grocery & convenience customers and acquisition of new customers | 2022 – Present |
| Retail Solutions Consultant, Boise, ID
Strategic advisor to convenience store chains: implement programs and strategies such as Loyalty, Digital, and Supplier Collaboration | 2021 |
| Jacksons Food Stores, Meridian, ID
Mid-sized regional Convenience & Fuel chain, 260+ stores operating in 6 states with supply operations for Fuel and packaged goods.
Senior Vice President, Marketing & Merchandising
Responsible for driving sales and profits for the organization through merchandising and marketing strategic planning, supplier negotiations, product innovation, shopper marketing, and execution excellence in collaboration with operations.
Significant accomplishments include: <ul style="list-style-type: none">• Comparable store sales growth of 8.5%, exceeding historical trends and outpacing competitors by more than 30% growth• Launched Loyalty program with digital offering and enhanced social messaging to drive greater connection with customers• Leadership through Covid pandemic, ensuring associates and customers are safe being first-mover on safety protocols, hero pay, communications (internal, customers, PR), and necessary products were available and affordable to customers• Implemented strategic planning with suppliers including adding a data sharing platform• Opened a Food Plant to deliver Fresh and Innovative items for our customers with higher quality and lower COGs | 2019 – 2020 |
| ExtraMile LLC., Pleasanton, CA
Franchisor of Convenience stores (1,000+ locations, joint venture between Jacksons and Chevron)
Board Member
Responsible for providing thought leadership and oversight of merchandising and marketing | 2019 – 2020 |

Advantage Solutions, Boise, ID**2016 – 2019**

Sales & Marketing organization that provides CPG brokerage services with significant Marketing activation through Shopper/Digital
Senior Vice President, Retail Experience

Responsible for driving sales, product awareness, and trial through shopper marketing activation at national (Albertsons/Safeway) and regional retailers executed on behalf of both CPGs and retailers.

Significant accomplishments include:

- Leveraged retailer strategic understanding and professional networking to redefine shopper marketing activation approach
- Applied servant leadership approach to re-engage sales & operations team to focus on serving our customers
- Re-organized the team structure, adjusted financial cost controls and operating model to turnaround negative margin performance to be positive, moving from an annual loss over \$1M to an annual gain of over \$2M
- Achieved +15% sales growth YoY through enhanced marketing services and great collaborative selling approach

Savemart Companies, Modesto, CA**2014 – 2016**

Mid-size regional grocery chain operating 3 retail brands, mainstream and value focused

Executive Director, Merchandising Strategies, Retail Innovation & Private Brands

Transformations of retail brands, merchandising strategic approach, develop Consumer Insights, and reinvent Private Brands

Significant accomplishments include:

- Collaborating with Marketing leaders, developed and implemented significant change to each retail brands' go to market strategy, physical store and brand redesign and focus on shopper solutions resulting in sales growth and terrific customer feedback
- Created new Merchandising organization focused on the shopper, based on consumer insights, utilizing analytics and processes to drive sales growth and reduce COGs (negotiations with suppliers)
- Implemented Private Brands transformation, modernizing the brands, adding innovation items based on consumer insights

7-Eleven Inc., Dallas, TX**2010 – 2014**

Largest Convenience store chain in the world with both company owned and franchisee locations

Senior Director, Merchandising

Responsibilities including private brands, category management, merchandising analytics and insights, merchandising execution

Significant accomplishments include:

- Built a world class merchandising support team utilizing advanced analytics, instilling consumer insights to drive decisions
- Hired and developed some of the most talented people that continue to make a mark on the industry
- Drove significant growth of Private Brands during a pivotal re-invention period
- Achieved sales and profit growth each year exceeding aggressive goals

PREVIOUS PROFESSIONAL EXPERIENCE:**INMAR INTELLIGENCE**, Boise, ID

- Sales VP leading acquisition of new Grocery retailers for services including Digital Marketing, eCom platform, returns

IRI WORLDWIDE, Chicago, IL

- Lead Sales & Category Management teams working with CPGs including General Mills, Kelloggs, PepsiCo

Symphony EYC, Boise, ID

- *Partner consultation with Albertsons Divisional implementation of Shopper Insights*

Albertsons Inc., Boise, ID & San Leandro, CA

- *Category Manager & Centralized Merchandising Strategy Manager*

Safeway Inc., Pleasanton, CA & Bellevue WA

- *National Category Manager & Buyer*

3M Company, Bentonville, AR

- *Category Analyst & Sales Associate*

EDUCATION**University of Washington**

BA Degree in Business Administration

California State University

Masters of Business Administration