



OBJECTIVE To demonstrate leadership abilities in a management role that allows opportunity for advancement.

EXPERIENCE

10/02-10/05

JOCKEY INTERNATIONAL, INC., Oak Brook, IL
Manager —Jockey’s First Full Price Concept Store

Overview

The *first* General Manager in the corporation hired to launch Jockey’s most important retail venture in its 125 year history. Jockey wants to move into the higher profit margin, full-price specialty-store market and exit their lower margin outlets, while reducing dependency on mass-merchant retail partners.

Top Line Goal Jockey expected me to model and execute field level tactics to make their multimillion dollar investment profitable in Chicago with expectation for national rollout to 36 tier-1 cities by ‘07.

P&L Goal Expectation is to deliver \$3MM at full price (25% higher margin than our 101 outlet stores earn and 35% more profit than mass merchants generate at their 14,000 stores).

Corporate Vision Jockey’s long-term goal is to move completely into the high-margin specialty store arena, based on FY02 performance as the #1 market leader with \$600MM in revenues and 30% market share, by selling at 35% higher prices this adds \$75MM-\$100MM in new profit.

Actions Recruited, hired and trained all staff (3 assistant managers, 6 sales associates, 1 stocker) to open store. Implemented visual planograms. Partnered with corporate buyers to tie stock quantities to sales projections. Created clientele program to generate repeat business. Managed payroll and supply budgets.

Results Attained #1 average dollar sale, year-to-date in the company.
 Coached team to achieve top percent-to-goal in the company in 3/03 for key product line.

9/01 — 10/02

CRABTREE & EVELYN, LTD. **Store Manager — Oak Brook, IL (5/02-10/02)**
Store Manager — Watertown Place, Chicago, IL (9/01-5/02)

Overview

Recruited by the District Manager to resurrect one of the first 5 stores in Crabtree’s 144 store portfolio. My challenge was to stop a 3 year decline in sales (66% off the peak) and provide management stability for a property that had changed GM’s 3 times in 2 years while motivating staff to excel.

Executed District’s *first-ever* Corporate Sales Program. Closed a deal with Wm. Ryan Homes, who committed to buy 25 gift baskets a month (also opened the Ritz Carlton for bridal products).

Created The first staff training manual “The Communication Binder” and was groomed to be District Trainer.

Introduced Corporate sales, clientelling and staff development programs that stopped a decline in sales and achieved the property’s first sales increase in 7 years (10%).

Actions Troubleshoot for Chicago/St. Louis district stores. Ensured all corporate service and selling programs were followed. Managed payroll and supply budgets. Scheduled staff of 8.

Results Promoted to the largest volume store in the Chicago/St. Louis District within 7 months.
 Achieved \$150,000 in personal sales in one year
 Increased sales above plan during each month at Oak Brook store
 District’s #1 in average dollar sale year-to-date (out of 9-stores).

8/95 — 9/01

OLD NAVY **Men’s Merchandise Manager (4/00-9/01)**
Merchandiser Lead - Sales Representative (8/95-4/00)

Overview

Managed department of 55 staff, planned floor layouts, and adjusted payroll to business trends. Trained employees, reviewed performance, explained expectations and motivated staff to reach goals. Analyzed sales to improve our corporate contribution. Excelled at developing customer and co-worker relations.

Mentoring Lead Supporting Identified opportunities in personnel development for management and leadership roles.
 Implemented the Denim Expert Program by training fellow sales representatives.
 Helped open stores by invitation of their managerial staff

EDUCATION

12/99

BS, Information & Decision Sciences

University of Illinois at Chicago