

Senior Operations Executive

Visionary Leadership • Operational Expertise • Profit Optimization • Team Development

Track record of leading personnel to surpass corporate business objectives while driving cost reductions

Goal-oriented Senior Operations Executive specializing in merchandising, client satisfaction, staff management, and operations. Proficient in sales training, inventory control, vendor relations, and project management.

Increase revenues and improve bottom-line performance through successful business and managerial techniques

Committed to recruiting, training, and coaching high-performing individuals and teams. Demonstrate exceptional leadership, problem-solving, supervisory, customer service, and communication skills.

CORE COMPETENCIES

- Performance Improvement
- Sales & Revenue Growth
- P&L Accountability
- Staff Motivation & Management
- Translating Vision into Strategic Initiatives
- Customer & Patient Experience
- Change Management

PROFESSIONAL EXPERIENCE

Total Vision

Private equity optometry company with total of 58 locations throughout California.

Southern California

Director of Operations | 2019-Present

Support all practices in partnership with doctors, district managers, and practice managers in producing world-class operating results. Oversee team member management, patient experience, and financial results for 650 employees and 150 doctors. Manage \$100 million in revenue and \$23 million in EBITDA.

- **\$42 million annual revenue increase** achieved by focusing on employee coaching and retention, first-class patient experience, and financial growth.
- **Grew EBITDA profit percent from 14% to 23% and margin rate by 5%** through training doctors and managers in leveraging employee selection and engagement, improved patient care, and tactical strategy execution.
- **Over 60% Net Promoter Score (NPS)** earned by coaching optical staff in asking patients better questions, listening skills, and overcoming objectives critical for success.
- **Recruited, hired, and trained 58 practice managers and four district managers while maintaining less than 20% annual turnover rate** through clear expectations, consistent business rhythms, and staff feedback.
- **Improved patient purchase capture rates by 15%** by building partnerships with doctors, practice leaders, and leadership team to improve daily patient experience.
- **Doubled exam output without sacrificing patient care** by reducing pre-test time from 15 to seven minutes with emphasis on speed with quality.
- **10% reduction in annualized turnover within two years** realized through weekly employee touch bases to provide positive feedback and capitalize on coaching opportunities.

Best Buy

National leader in consumer electronics with over 1,100 locations nationwide.

Southern California

Senior Market Manager of Sales | 2014-2019

Owned responsibility for customer satisfaction, financial performance, culture, and execution of sales, solutions, and profits. Led more than 4,000 employees across 36 locations delivering over \$1.2 billion in revenue.

- **82% employee satisfaction rate achieved for two consecutive years** as employee engagement leader.
- **Increased gross margin by 2%** by leading initiative to revise product/solution mix to meet changing customer needs.
- **Honored as profitability achiever winner** in 2015 and 2016.

District Manager | 2013-2014

Drove sales goal attainment for Magnolia Home Theater retail locations. Led operation of nine local B2C locations and managed achievement of sales, growth, and financial performance goals. Controlled market assets and managed P&L, daily operations, people development, and company culture.

- **6% margin growth and 4% sales increase earned in slowing Southern California market** by embracing change in sales strategy, merchandise mix, and customer experience.

Territory Premium Home Director | 2012-2013

Implemented and executed Magnolia Home Theater strategies for 12 districts, two national territories, and 281 stores. Influenced and partnered with teams overseeing Magnolia Home Theater operations, as well as corporate and vendor partnerships. Engaged partners to drive performance results and employee and key client experiences.

- **Spearheaded implementation and execution of home theater category nationwide** for 281 total locations.

Territory Services & Solutions Director | 2011-2012

Led service strategies at district, territory, and local levels. Partnered with teams overseeing Geek Squad solutions, operations, third-party relationships, repair, and other new business requiring field service implementation.

- **4% services revenue growth** accomplished by effectively leading west coast services for 116 locations.

District Customer Solutions Manager | 2010-2011

Implemented and executed sales, solutions, and margin execution at district and store levels. Drove employee morale, customer experience, and profitable growth.

- **Enabled overall revenue growth of 8%** by leading 12 locations to improve scheduling, labor management, and backroom productivity.

District Field Support Manager | 2009-2010

Directed operational and merchandising execution at district and store levels.

- **Awarded Most Valuable Player** by leading L.A. mobile phone market to become most profitable in the company, achieving highest net operating profit and clearing 130% of budget.

Area Sales Manager | 2008-2009

Led Best Buy Mobile strategies in Orange and Los Angeles Counties.

- **25% margin growth and 20% revenue growth** earned as Area Sales Manager for 40 total locations.

General Manager | 2005-2008

- **Accomplished annual sales of \$61 million** and managed total of 170 employees.
- **Achieved \$1 million in sales in one day** – the first General Manager in Orange County to accomplish this.

Additional Career Experience

General Manager | Target

Southern California

Managed daily operations for store with sales volume of \$56 million and 200 team members. Drove sales and profitability, strategic planning, excellent guest service, and team member morale.

- **Increased location's revenue from \$28 million to \$56 million over five years** after taking over location.
- **15% boost in profitability earned during store model** by upholding high customer satisfaction rates.
- **Reduced inventory shrinkage from 1.94% to 1.4%** – well below industry standard.
- **Improved backroom accuracy for 180 locations** by driving efficiencies, including higher productivity, reduced turnover, and increased revenue.
- **Selected as one of four out of 1,100 General Managers** to test new programs and provide quality feedback that would impact rollout of future initiatives.

Additional Experience: Regional Operations Manager for Target

EDUCATION

**Bachelor of Science
in Business Administration**
University of Phoenix