

Professional Experience:

2003 – Current

Jay Franco & Sons, Bentonville, AR

Category Analyst/Category Advisor Trainer

- Responsible for the creation and implementation of measures, guidelines and reporting structures to provide actionable information on team results versus plan.
- Utilized CPFR in many facets to manage and maintain business throughout the product life cycle
 - Increase instock and sales while reducing inventory
 - Creating DPF's for specific store and item groups to customize replenishment to increase turns and ROI's
 - Research forecast exceptions and instock exceptions to determine whether the exceptions were with a specific store group or chain wide
 - To determine whether a forecast needed a DPF or needed to be re-knifed to fix the forecast so that instock increased and stabilized and so Lost Sales were minimized
 - Managed Seasonal Profiles to ensure Profile supports individual items within the fineline as well as the total fineline item group.
 - Recommend rebuilding profiles that no longer supported sales within the fineline
 - Ensure that EOS has been activated and is reflecting in forecast to minimize inventory liability
 - Forecast Accuracy increased from 87% to 98%
 - Instock average increased from 94.7% to 99.64%
 - Lost sales decreased on average from \$194,684 per week to \$29,722 per week
- Realigned our distribution by consolidating certain items to specific warehouses and rebuilt SRVC settings to ensure on time delivery to Wal Mart DC.
 - Increased MABD% from 86.24% to 99.31%
 - Decreased average lead time from our warehouse to Wal Mart DC from 13 days to 7 days
 - Because of Carriers being consistently late for pick-ups I worked with Wal Mart Logistics to build dedicated lanes into our New Jersey warehouse facility so that pick-up appointments were reliable going forward
 - Tracked PO's from creation to delivery to ensure on time delivery and 100% fill
- Created and maintained Buyer specific and ADHOC reports
- Performed Store of the Community (SOTC) research, using demographics. This enabled us to strategically place merchandise in key markets for better sales performance.
- Supplier of the Quarter obtained by consistently maintaining an average instock, fill rate, and MABD% of 98% or higher through identifying opportunities before becoming problems along with bringing new trendy merchandise to the market.
- Participated in sales calls with buyers regularly
 - Prepared projections for modular and promotional merchandise to aid in sales meetings

2002 –2003

Sam's Club Home Office, Bentonville, AR

Replenishment Manager

- Planned and managed the flow of Direct Import merchandise from overseas to Domestic ports.
- Worked closely with buyers on the buying and placement of merchandise for the best results.
- Held quarterly meetings regularly with vendors to insure clarity of direction for the category to insure that suppliers were working towards the same goals as the category.
- Maintained 98% instock or better on two high volume categories.
- Increased sales 260% over 3 month period by streamlining the flow of import goods to the US.

2001-2002

Wal-Mart Stores, Inc. Multiple Locations

Assistant Store Manager.

- Responsible for managing associates in the following areas:
 - Checkouts, Cash office, Unloaders, Sales floor associates
- Increase Sales 60% over a six month period in Homelines area by completely re-designing the layout of four departments.
- Managed budgets
- Payroll, Markdowns, Open to Buy

1995-2000

MSI Unique Products

Assistant to Account Manager/Category Advisor:

- Managed replenishment to Wal-Mart and Sam's
- Assisted in presenting new merchandise to buyers for sku efficiency improvements.
- Created and Maintained Reports and communication to the buyers
- Created computer program which enabled us to manage accounts more efficiently.

- o Worked on several programs with Wal-Mart buyers to create new product lines to better serve our customers.

Skills:

Expert Level: Microsoft Office applications (97,2000,XP) – Access, Excel, PowerPoint, Word, Outlook, Retail Link, Advanced Report Writing and High Profile Presentation creation. Applications Training and troubleshooting. Forecasting, CPFR management, Direct Imports, Troubleshooting and Problem solving, Replenishment.

Education:

2000-2001 – **Arkansas State University, Jonesboro, AR** – GPA 3.67, Bachelors degree in Marketing with Minor in Logistics; Honor Roll, Awarded for research paper on “Efficiencies of Bi-Modal Transportation”.

1993-1995 – **University of Arkansas, Fayetteville, AR** – GPA 3.59, Honor Roll, Member of Lambda Chi Alpha, House Secretary and Scholarship Chairman