

# NAME

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## REGIONAL MANAGEMENT - RETAIL

Innovative, results-producing retail management professional with 18+ years of experience in the high-end and fashion-forward retail sectors. Motivational coach and leader, possesses a genuine talent for building and inspiring high-performance teams who can excel on all metrics. Brings in-depth understanding of best practices in all aspects of retail operations to maximize customer traffic and sales while controlling costs and minimizing staff turnovers. Equally effective managing new operational launches or transforming sales results in underperforming stores. Creative, outside-the-box strategist with the agility to adopt new concepts and directions, embraces new challenges and learning opportunities.

### Areas of Expertise

- ◆ Fashion Retail Best Practices
- ◆ Merchandising & Marketing Strategies
- ◆ Sales & Promotional Campaigns
- ◆ Operational Policies & Procedures
- ◆ Staff Recruitment & Training
- ◆ Performance Measurement & Motivation
- ◆ Budgeting & Goal Setting
- ◆ Shrinkage & Loss Control Techniques
- ◆ Management Development Programs
- ◆ Program Planning & Deployment
- ◆ New Store Openings
- ◆ Market & Competitor Research

### Record of Accomplishments

#### NAME CLOTHING CANADA, TORONTO-ON

**DISTRICT MANAGER, Canada**

**2006 - Present**

Engaged by the retail division of this high-end women's clothing design firm to spearhead business operations and sales growth strategies in English-speaking Canada.

- Assumed comprehensive responsibility for management recruitment & training, strategic business planning, quality control and P&L performance for a **portfolio of 8 stores**, and expanded the chain to include **5 new locations**.
- Established clearly defined quarterly and annual sales objectives, and steered the stores to realize **average per store sales of \$12M**, representing **annual growth rates of 10% to 18%**.
- Introduced new recruitment and training strategies to attract, retain and develop top calibre candidates to manage day-to-day operations of each store.
- Maintained benchmark low staff turnovers in an industry characterized by high labour mobility.
- Coached and mentored store managers to deliver best-in-breed customer service, utilizing a variety of team building tools to motivate a cohesive goal-oriented management team.
- Carefully monitored sales trends, industry developments and market dynamics to fine-tune pricing, positioning and marketing strategies for Canada.
- Invited to mentor District Managers in the UK to achieve similarly impressive results in sales growth and leader development.

#### NAME CANADA, TORONTO-ON

**DISTRICT MANAGER, Ontario**

**2000 - 2006**

**STORE MANAGER**

**1999 - 2000**

Originally recruited by this youth-oriented fashion-forward retail chain to manage the multimillion-dollar Yorkdale Mall location. After taking the store to exponential year-over-year growth in sales and profitability, promoted to **manage the \$20M Ontario district**, with a **portfolio of nine stores**.

# NAME

## Career Highlights Continued...

### NAME CANADA, TORONTO-ON...

- As **District Manager**, oversaw staffing, merchandising, loss prevention and customer service, ensuring compliance with corporate policies, programs and business practices.
- Screened and selected candidates for store management positions who had the leadership talents and drive needed to realize sales goals.
- Facilitated the successful launch of the new Name Street flagship store, with hands-on involvement in everything from store layout and merchandising to staff recruitment & training and management of the grand opening.
- Conducted ongoing competitor analysis to monitor trends in title choice, cost, merchandising and the sales programs.
- While serving as **Store Manager**, instilled an attentive, customer-focused team culture that was instrumental in generating new and repeat clientele in a highly dynamic and rapidly evolving market segment.
- Steered the store to consistently outperform other locations, meeting or exceeding targets on a week-to-week basis.

### NAME SHOES, TORONTO-ON

<b>STORE MANAGER</b>	<b>1996 - 1999</b>
<b>ASSISTANT MANAGER</b>	<b>1995 - 1996</b>
<b>SALES CLERK</b>	<b>1992 - 1995</b>

Originally recruited to deliver exemplary customer service as a Sales Clerk in the Yorkville location. Swiftly identified as a high-impact contributor with tremendous leadership potential. Progressively promoted, culminating in appointment to manage the Eaton's Centre location.

- Utilized a multi-pronged strategy of targeted marketing, in-store promotions and merchandising to increase store traffic and encourage cross-selling of shoes and accessories.
- Led the store to realize a **150% increase in sales in three years**, earning multiple awards and recognitions both for the store and as a manager.

### *Honours & Awards*

2-time recipient of Store Manager of the Year, Name Shoes  
Bravo Award for District-Wide Sales Results, Name Canada

### *Education & Training*

Bachelor of Business Administration, Name University,  
Business Management Studies, Name University

#### **Professional Development:**

Coaching for Success • Performance Management  
Retail Marketing Strategies

### *Languages*

Fluent Oral & Written **English, French & Hebrew** • Conversational **Spanish**