

LEADERSHIP STRENGTHS

- Operations Leadership
- Sales Leadership
- P&L Accountability
- Operations Turnaround
- Team Leadership & Training
- Team Recruitment & Coaching
- Senior Leadership Training
- Marketing & Brand Promotion
- Customer Relationships
- Visual Merchandising

SUCCESS BY THE NUMBERS

SALES ASSOCIATE (ASM)
2016 & 2015

- 54% ↑ Credit Card Sales Totaling \$864K
- 19% ↑ Credit Card Accounts
- Ranked #2 in Region
- 4.4% ↑ Sales Totaling \$1.52M
- 38% ↑ Credit Card Sales Totaling \$577K+
- #2 Store in Region

STORE MANAGER
2011

- #1 Sales in Region
 - #3 Store in Division
 - #39 Store in Company
 - Increased Sales 21%
- 2006 | 2007 | 2008
- #1 Store in Region
 - 4.98% ↑ Sales Totaling \$1.3M
 - #11 in Company for P1RCC
 - 38.75% to Sales, 24.05% ↑
 - \$0 to \$1.2M in Sales in 1 Year
 - #3 P1RCC in Division

AWARDS

- Store Manager of the Year, 2011
- Regional Excellence Award, 2007
- Store Employee of the Year, 2004
- Sales Associate of the Year, 2001

PROFESSIONAL PROFILE

Award-winning operations leader – Successful in both start-up and turnaround management roles, leading positive and sustainable change to transform and energize struggling stores to achieve #1 rankings in sales and customer service and best-in-class operations.

Customer-focused sales driver – Building strategic customer relationships to drive consistent revenue growth and a loyal customer following within extremely competitive environments.

Team leader, mentor, and coach – Recognized for recruiting top talent, building high-caliber teams, and providing the resources and training to optimize abilities and help employees reach their full potential. Create work cultures of collaboration and inclusion, where individuals are accountable for performance, ideas are encouraged, and successes are rewarded.

PROFESSIONAL EXPERIENCE

HOME STUFF | Tennessee & Virginia • 2001 – Present

Sales Lead | Sales Associate (Assistant Store Manager Equivalent) – Christiansburg, VA (2016 – Present)

Support daily operations, providing oversight for the sales floor for this \$1.4M store with 12 employees. Effectively represent the store in the delivery of exceptional customer service, building trust with the customer base through exceptional product knowledge, and expertly creating win-win solutions in response to issues. Oversee freight flow, inventory, and visual merchandising, ensuring products are displayed to attract sales and aligned to corporate vision.

- Counted on by senior management to maintain seamless store operations during leadership transitions, overseeing daily store functions and training new store managers.
- Leverage deep corporate insights, extensive company experience, and an understanding of the competition and customer demographics to assist staff in meeting sales goals and building relationships with the customer base.
- Coach sales team on the successful upselling of products, including the Pier 1 Rewards Credit Card (P1RCC), through customer engagement, communications, and gauging responses.
- Monitor store margins and make strategic merchandising decisions to optimize every square foot of floor space, remerchandising underperforming products and highlighting products to respond to local events and conditions.

Assistant Store Manager – Knoxville, TN (2013 – 2016)

Oversaw all store operations with P&L accountability for \$1.5M in annual sales. Hired, trained, and supervised up to 14 employees and developed shift schedules to ensure appropriate staffing levels to address store traffic and payroll needs. Leveraged an understanding of the customer base, the market, and competition to drive sales. Managed incoming freight deliveries to ensure merchandise reached sales floor within 24 hours.

- Optimized sales team's performance and mentored team on effective upselling, customer relationship-building, and issue resolution tactics.
- Monitored team KPIs, tracking sales targets benchmarked to previous year sales, customer conversation rates, average revenue per sale, and daily credit card sales totals.
- Coached team to promote the corporate loyalty program and accurately capture customer data.
- **Increased sales 4.4% and drove a 38% increase in HSCC sales** on \$1.4M in revenue.
- **Opened 537 HSCC accounts for a 19% increase** over previous year.

Store Manager (2010 – 2012) | Interim District Manager (2012) | Regional Training Manager (2010 – 2012) – Knoxville, TN

Promoted to store manager role of an Accelerated Performance store, holding P&L accountability for \$1.9M in sales and recruiting and leading up to 20 employees. Assumed Interim District Manager role with oversight for 7 additional stores generating \$14M in total sales, with an average of 13 employees per store. Optimized each store's operations and profits and held team members accountable for performance. Strictly monitored KPIs to track sales, margins, and performance metrics and adhered to corporate visual standards. Managed team performance issues, mentoring and coaching to upsell Pier 1 products and offerings, build customer relationships, and improve the customer's experience with Pier 1. Scheduled shifts to effectively address traffic patterns and business needs.

- **Store ranked #1 in sales in the region, #3 in the division, and #39 in the company** with a sales increase of 21%.
- **Recognized as the Store Manager of the Year** in the region and division. Selected as 1 of 8 store managers in the company to attend the first Store Manager of the Year event at the home office.
- Selected as Regional Training Manager to expertly train new store managers and sales staff on corporate policies, sales/operations management, and customer service strategies. Hired and trained a new external store manager and developed and promoted sales leaders to store manager roles.
- Collaborated with HGTV in the selection of products featured in shows. Worked behind the scenes to set up filming opportunities in stores to promote the Pier 1 brand and products.

Assistant Store Manager | Interim Store Manager – Knoxville, TN (2008 – 2010)

Led all store operations, holding P&L accountability for an Accelerated Performance store with \$1.6M in annual sales. Hired, coached, and managed a team of 18. Addressed and resolved policy concerns, established KPIs, and held team accountable for performance and adherence to corporate policies.

- Turned around an underperforming Chattanooga, TN store to **achieve #1 ranking in KPIs** for the quarter in the region.
 - Recruited and trained a new store manager and built a sales leadership team.
 - Completely reworked the sales floor to align with corporate visual standards and to maximize profit per square foot.

Store Manager – Johnson City, TN (2006 – 2008)

Promoted to provide leadership and oversight for this higher volume store, accountable for \$1.5M in annual sales and a team of up to 14. Recruited high-caliber employees and provided the training and resources to improve performance and deliver on the corporate vision. Established KPIs to track and deliver strong store and team results and to ensure each customer's experience with the store was exceptional. Managed inventory levels and merchandising to align with corporate standards.

- **Achieved #1 store in the region for increasing sales 4.98%** on a total of \$1.3M in sales.
- **Recognized with the Regional Excellence Award** for driving sales growth and for team leadership strengths.
- **Store ranked #11 in company for HSCC** with 38.75% percent to sales, a 24.05% improvement.

Store Manager – Kingsport, TN (2005 – 2006)

Specially selected to lead the building of this store from the ground up, collaborating with contractors to convey the corporate vision for the store and monitor quality workmanship. Tracked schedules and goals for each step of the project. Recruited, hired, and trained approximately 85 employees to manage the complexities of opening a new store, including the processing of large-scale product shipments and merchandising of the entire store to Pier 1 visual standards. Selected a core staff of 13, training on selling standards, P1RCC, customer service, etc., to ensure seamless store launch and exceptional customer service levels.

- **Drove sales from 0 to \$1.2M in 1 year.**
- Established a strong P1RCC program, **maintaining Top 3 status out of 121 stores in the division.**

Assistant Store Manager – Johnson City, TN (2004 – 2005) | Christiansburg, VA (2003 – 2004)

Sales Associate – Roanoke, VA (2001 – 2003)

- **Recognized with the Store Employee of the Year Award** in 2004 and named **Sales Associate of the Year** in 2001.
- **Produced 3rd highest percentage increase in the company** for average daily transactions.

EDUCATION

ANDERSON COLLEGE, ANDERSON, VA
Bachelor of Arts, Psychology

COMMUNITY INVOLVEMENT

MAY SCHOOL | SIMON, VA • 2018 – Present
Member, Board of Directors • Chair, Fundraising Committee
ANDERSON OFFICE ON AGING • Volunteer • 2010 – 2012