

**Combines more than 20 years of expertise as a business leader and strategist within the retail sector,** with a record of success in overseeing business operations, marketing and growth planning, technology implementation, merchandising strategy, staffing, and workflow. Able to identify and evaluate organizational pain points and implement innovative solutions and partnerships that solve challenges and drive brand and bottom-line growth.

Offers a highly diversified skill set, strong negotiation skills, and resourcefulness stemming from 20+ years in an entrepreneurial environment operating within stringent budgets. Remains abreast of current technology, retail, and manufacturing news and trends. Extensive global travel experience within Asian and European factories and conventions. Knowledgeable in the latest technologies in integration, networking, telephony, and web strategies.

### AREAS OF EXPERTISE

#### BUSINESS OPERATIONS

- Growth Planning & Strategy
- Legal Strategy & Representation
- New Business Development
- Contract Negotiation
- Industry Events & Trade Shows

#### TECHNOLOGY

- IT Department Leadership
- Negotiation of Infrastructure Purchases
- Disaster Recovery Planning
- ERP, POS & EDI Implementation
- Firewall & Security Policies

#### LOSS PREVENTION

- Development of Loss Prevention Policies
- Protection of Organizational Assets
- Architecture of Remote CCTV Networks
- Internal Security & Theft Investigation
- Display Merchandise Security Strategy

#### MARKETING

- Online & In-Store Marketing Strategy
- Marketing Campaign Development
- Event Planning & Execution
- Vitrine, Endcap, LightBox & Window Sales
- Hardware & Software for Content Development

### PROFESSIONAL EXPERIENCE

#### **General Manager & Director Of Operations, J&R Computer World, New York, NY** **1991 – May 2014**

Provided key leadership to leading consumer electronics and technology retailer across multiple capacities including general manager, director of operations, and chief technology officer. Served as lead designer and architect on the planning and launch of multiple store and partnership retail locations, and the e-commerce platform, responsible for contract negotiation, merchandising, financial responsibilities, and marketing and business growth strategy. Oversaw multiple departments across marketing, buying group, and warehousing units, encompassing 700+ personnel at peak.

#### **Select contributions and involvements include:**

- Closing down of overall J&R operations (2014)
- Remodel of the going vertical business plan (2013)
- Build-out of the 1100 sq ft Big City Mom retail expo store (2011)
- Opening of the 1100 sq ft J&R Café (2010)
- Opening of the 14,000 sq ft J&R Jr. Park Row location (2010)
- Implementation of ERP Dynamics (2010)
- Madame Tussauds Showcase Launch (2010)
- Launch of the 1150 sq ft Sony CE In-Shop Experience (2009) & Sony IT In-Shop Experience (2002)
- Opening of the 10,000 sq ft musical instruments branch (2008)
- Bose Shop In Shop Experience 320 sq ft (2007)

**Contributions (contd.)**

- Launch of the 3,500 sq ft J&R Express at Macy's Herald Square (2006)
- Opening of a 16,000 sq ft camera store (2002)
- Completion of a Disaster Recovery Plan based on the 1993 Terror act on the WTC.
- 9/11 Crisis Recovery & Rebuild Operation (2001)
- J&R @ Colombia University Store (1997)
- Opening of the 1,800 sq ft J&R Apple Store at 15 Park Row (1996)
- Intel Shop In Shop Experience 250 sq ft (1995)
- Development and launch of web store and multiple partnerships including Amazon & eBay (1994 – 2002)

**PREVIOUS EXPERIENCE**

**Regional Manager, WALL TO WALL SOUND & VIDEO, Cinnaminson, NJ**

Involved in the overall management, planning, construction, and setup of 35,000+ square foot superstores, accountable for coordinating openings, recruiting and hiring staff, and instituting unique cross-training personnel programs. Managed financial P&L for 18 retail locations, responsible for developing and implementing sales promotions and evaluating and addressing management and technical challenges for multiple regions.

**Assistant General Manager, THE FEDERATED GROUP / ATARI, INC., Phoenix, AZ**

Oversaw retail merchandising operations including ordering, scheduling, receiving, and transfer of electronic components and computer hardware, in addition to recruiting and training onsite staff.

**EDUCATION**

Electrical & Computer Engineering, ARIZONA STATE UNIVERSITY, Tempe, AZ

Electrical & Computer Engineering, OREGON STATE UNIVERSITY, Corvallis, OR