

234 Robin Way
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**Highly Effective Retail Sales Operations Manager
Business Community Leader**

INITIATES EFFICIENCIES & RELATIONSHIPS THAT INCREASE REVENUE AND REDUCE COSTS

CORE COMPETENCIES:

IDENTIFIES NEW MARKETS SOLVES LONG-STANDING PROBLEMS
BUILDS LONG-TERM BUSINESS RELATIONSHIPS INITIATES INNOVATIVE PROCESSES

CAREER SUMMARY:

More than 15 years management experience in furniture industry -
Purchasing Manager, Store Manager, Mentor, Entrepreneur

Sales Manager, Purchasing Manager	Modern Age Furniture	1997-present
Corporate Sales Trainer for 6-store chain	27,000 sq. ft. store; increased sales by 33%	
Store Manager	Furniture Best	1994-1997
Trained sales force in new GERS computer system	25 staff; 60,000 sq. ft store; 8,000 clearance center	
Store Owner	Family Furniture	1989-1994
Fourth generation furniture sales business	2 small suburban stores	

SELECTED ACCOMPLISHMENTS:

IDENTIFIES NEW MARKETS AND BUILDS RELATIONSHIPS

- Spearheaded relationship with 1000-unit Independent Living Community
 - Negotiated long-term contract to furnish three model apartments in new buildings
 - Generated more than \$1million in revenue through community residents
- Developed marketing plan for discontinued merchandise
 - Gained control of inventory levels; created additional selling floor space -generated higher profits
 - Created weekly reporting system to track markdowns and project "Open to Buy" dollars

SOLVES LONG-STANDING PROBLEMS THROUGH NEW PROCESSES

- Advocated for new visual display approach
 - Collaborated with new designer to develop plan for merchandise flow and vignettes
 - Increased average sale by 26%; received numerous compliments from existing customers
- Created "families" of merchandise to improve tracking and ordering
 - Created a visual representation of each store's merchandise line-up using matrix worksheet
 - Reduced time needed to gather sales results by more than 200%; controlled inventory levels

IMPROVES PRODUCTIVITY THROUGH TRAINING AND MENTORSHIP

- Developed Key "Feature & Benefit" merchandise "cheat-sheet" to assist new sales personnel
- Initiated one-day training course to introduce nuances of furniture industry and familiarize with sales principles
- Introduced "Bob's Bullets:" weekly update of sales, merchandise, and advertising information; adopted by chain

EDUCATION / PROFESSIONAL DEVELOPMENT:

ACTIVE MEMBER OF CHAMBERS OF COMMERCE AND BUSINESS ASSOCIATIONS:

SOUTHAMPTON BUSINESS ASSOCIATION, 2003-2008	MAIN LINE CHAMBER OF COMMERCE (DIRECTOR), 1992-1995; 2005	ARDMORE ALLIANCE (CO-FOUNDER & PRES), 1989-1995	ARDMORE BUSINESS ASSOCIATION (PRES), 1985-1989	ARDMORE ROTARY, 1980-1985
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TEMPLE UNIVERSITY, BS, MARKETING