**Omar Gutierrez Digital & eCommerce Manager**

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A top-performing Digital & eCommerce Manager with extensive experience in merchandising and operations management. Highly skilled in overseeing all facets of product development, distribution, allocation, eCommerce and digital management, directing cross-functional teams to ensure adherence to overarching strategies, policies, procedures, and objectives. Proven ability in maintaining working knowledge of evolving consumer trends and varying needs, leveraging statistical analysis to accurately and effectively drive revenue generation and inventory control. Recognized for ability to take on multiple roles and adapt to each position with ease, innovating process improvements to maintain streamlined workflow and profitability.

***Areas of Expertise include:***

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| * Product Management
 | * Team Leadership & Development
 | * Revenue & Profit Growth
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| * Merchandising & Distribution
 | * Operations Management
 | * Project Management
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| * Strategic Planning & Analysis
 | * Sales & Marketing Initiatives
 | * Process Improvement
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**Professional Experience**

**7-ELEVEN, INC.** • Dallas, TX • Jul 2012 – Present

**Digital Merchandising Manager – Alcohol, Cigarettes, Tobacco, Sep 2017 – Present**

Develop and implement the digital transformation process and initiatives throughout the organization, curating the 7-Eleven NOW delivery app. Consistently maintain legal compliance of all age-restricted products across digital platforms, collaborating with legal, government affairs, and operations to review all regulations impacting delivery sales. Leverage Agile methodology to provide business requirements and develop teams to ensure effective age verification at the time of sale, as well as securing licensing requirements. Monitor sales levels to ensure proper assortment listed within the app, facilitating merchandising operations to ensure consistent supply based on customer needs and target demographics.

**Key Accomplishment:**

* Spearheaded the initiative to deliver alcohol and tobacco products, supporting the current alcohol delivery volume amounting to 25% of all delivery orders, while maintaining compliance to local, State, and Federal alcohol and tobacco laws; launched delivery in 27 areas in 2018.
* Established and cultivated vendor relationships to forge promotions and additional delivery coverage.
* Acted as subject matter expert in alcohol and tobacco delivery laws, nationally.

**Merchandising Category Supervisor – Cigarettes, OTP, Financial Services, Non-Foods,**

**Jan 2014 – Sep 2017**

Directed a team of three, fostering continuous professional development resulting in promotion and progress to high-profile positions. Spearheaded $4B cigarette & OTP categories. Introduced new items to the store, overseeing all facets of roll-out from negotiations to delivery; remained abreast of government regulations and restrictions, logistical requirements, and accounting guidelines in contract negotiations. Led a team of merchandising coordinators in processing cost and retail changes, item expansions, item removal and UPC change for over 8,000 location; monitored daily operations to streamline workflow and meet all deadlines. Facilitated issue resolution and inquiry response, identifying root cause and implementing corrective actions.

**Key Accomplishments:**

* Managed products that drove over 30% of in-store sales.
* Introduced the fidget spinner, a sales phenomenon driving over $37M in sales.
* Successfully developed three team members, resulting in promotions.
* Achieved a 99% accuracy rate in new Item Submissions through innovation of existing procedures and processes.
* Leveraged Proprietary Item Management Software, Business Objects, Microsoft Office, SharePoint, and McLane Quasar in daily operations.

**Zone Trainer, Apr 2013 – Jan 2014**

Coordinated regional and market-level educational events for Field Operations, District Manager, Store Operators, and Franchisees, supporting training initiatives based on overarching initiatives. Provided functional training of Franchisees and Store Operators, as well as Field Teams on all new programs and platforms, as well as training of sales associates to become store trainers.

**Key Accomplishment:**

* Executed presentations to groups of over 100 participants across the country.
* Successfully taught two of the most successful classes, “Growing Your Food & Beverage Business” and “Analyzing Your Financials”, shifting franchisee and store operator views on business and financial management.

**Lead Acquisitions Trainer/Field Consultant, Jul 2012 – Apr 2013**

Directed all facets of Store Manager training across multiple locations during the transition process into 7-Eleven, providing support and guidance to trainers. Established infrastructure to ensure customer and company standards were adhered to. Presented resolutions to issues for trainers, maintaining accountability and recognition when appropriate.

**Key Accomplishment:**

* Minimized training time to 10 days for store managers and facilitated transition of the organization from previous owners.
* Trained as a Field Consultant and promoted to lead trainer within two months.

**BEST BUY** • Dallas, TX • May 2003 – Jul 2012

**Store HR/Operations Manager**

Oversaw daily store operations and human resource management, ensuring enforcement of all Federal and State employment laws. Maintained and audited personnel files and ensured facilitation of proper implementation of Equal Opportunity practices and OSHA compliance. Coordinated staffing, payroll, compensation and benefits administration, absences, policy questions, and employee relations. Managed new hire orientation as well as on-going employee development opportunities, driving consistent retention through effective guidance and mentoring. Oversaw sales, operations, and administrative functions for a $65M annual revenue locations, maintaining store P&L, cash office, register usage, and expense management.

*Previous positions include Inventory Manager and Customer Service Supervisor for Best Buy.*

**Education & Training**

**Bachelor of Business Administration in Human Resources Management**

University of Texas at Arlington | Arlington, TX

Certified DDI IM:EX Facilitator

**Affiliations**

American Society of Training & Development

Former Member, Society of Human Resources Management