**James M. Carlin**

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**EXECUTIVE PROFILE**

Retail executive with extensive experience in category management, retail operations, and P&L accountability. Proven ability as an innovative strategic thinker with expertise in developing and implementing outside-the-box marketing programs to increase profitable sales.

**TRACK RECORD OF SUCCESS**

* Excellent communication and interpersonal skills to easily cultivate effective professional relationships.
* Developed and implemented business strategies that increased market share, profits & customer experience, to include eCommerce.
* Led cross-functional teams that collaborated as a focused unit to achieve business goals.
* Identified and capitalized on new growth opportunities through market analysis & product development.
* Extensive knowledge of industry related supply chain/procurement processes, best in class practices.

**CAREER EXPERIENCE**

*Sears Holdings Corporation (Kmart), Hoffman Estates, Illinois.*

***Category Manager; Kmart Tools/Seasonal (2015 – March 2019)***

* Developed & implemented strategic business plans for DIY categories to maximize profitable sales.
* Established and maintained vendor relationships; negotiated prices, terms, transportation and methods of distribution to ensure maximum profitability.
* Worked in conjunction with various cross-functional teams to attain corporate and category objectives; driving implementation of category business plans.
* Partnered with field sales managers to ensure in-store category & promotional execution.
* Lead a team of two that collaborate with various departments to coordinate category sales plans & marketing objectives to ensure implementation.

*Weis Markets, Inc., Sunbury, Pennsylvania.*

***Category Manager; Grocery Non-Foods, Beer, Wine, Tobacco (2013 – 2015)***

* Developed and implemented category financial business plans to achieve company goals & objectives, category strategies & strategic business initiatives to maximize sales & profit.
* On-going analysis of competitive markets through syndicated data including Nielsen Spectra & IRI.
* Devised a Nielsen Spectra Report for the Alcohol & Tobacco categories to better understand the 5 markets (states) that we operated in, creating a better fact-based selling database.
* Liaison between corporate & field support teams to assure proper distribution, merchandise presentation, pricing and promotional efforts to support sales objectives.

*Sears Holdings Corporation (Kmart), Hoffman Estates, Illinois.*

***Category Manager; Dairy, Frozen, Tobacco, Alcohol, Multi-Cultural, Produce (2009 – 2013)***

* Initiated strategic department plans to achieve the annual sales plan in 1200 stores which increased gross profit by $5m with a collaborative category management & inventory partnership.
* Demonstrated proficiency in industry specific software, most notably IRI, Spins & Nielsen Spectra.
* Analyzed data in the Dairy & Frozen categories to create planograms for all Kmart locations using JDA, Apollo or Spaceman Planning software resulting in an overall 10% increase in quarterly sales.
* Coordinated & managed all DSD programs for Multi-Cultural, Alcohol, Dairy, Frozen & Produce.
* Managed one direct-report that worked in conjunction with various departments to ensure timely entry & delivery of key category data.

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**CAREER EXPERIENCE (cont.)**

Jewel Osco, Chicago, Illinois.

***Store Director (2000-2009)***

* Responsible for total store operations: ensuring profitability, motivating 180 employees to ensure customer service/satisfaction.
* Implemented aggressive inventory control and shrink programs. As a result, “weeks stock on hand” was reduced from 2.5 to 1.8 for 40,000 SKU’s while at the same time sales increased by 3-4%.
* Appointed District Coordinator for weekly sales and payroll results, responsible for identifying opportunity areas and providing solutions where needed.
* High involvement in Community Relations, participating in and sponsoring various events.

Jewel Osco, Chicago, Illinois.

***Marketing Analyst – Meat/Seafood Merchandising (1997 - 2000)***

* Developed marketing & sales programs to obtain profit/margin targets set by the business.
* Maximized sales by analyzing current market situations to best position the company’s products.
* Interfaced with the vendor community, negotiated pricing, funding & new item introduction to

ensure sales & margin targets.

**EDUCATION**

**BA, Liberal Arts**

* Elmhurst College, Elmhurst, Illinois

**LINKEDIN PROFILE**

* [www.linkedin.com/in/james-carlin-b7b09432/](http://www.linkedin.com/in/james-carlin-b7b09432/)