

TAYLOR C. SMITH

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PROFILE

Senior retail and consumer products executive with progressive and diverse leadership experience across major brands in retail (Walmart), beverages (Diageo/Phillips) and restaurants (Brinker), and public service.

- Exceptional record of enhancing long-term growth and profitability, by establishing clear strategic direction and effective partnership with manufacturers, building and motivating cross-functional teams, and enhancing operational efficiency.
- Experience across merchandising in consumables, apparel, hardlines, operational, financial, and private label brand management, including ownership of \$8 billion P&L.
- Expertise leading procurement and pricing strategies, establishing relationships with national suppliers, importers and franchised food/service organizations, and managing international franchise operations.
- Brings deep insight and the ability to create common ground for success between retailers and manufacturers.

PROFESSIONAL EXPERIENCE

Indian River Select, Fort Pierce, FL **2019 – Present**
Board Member

Phillips Distilling Company, Minneapolis, MN **2018 – Present**
Customer Vice President – North America

Lead retail sales and marketing for National Accounts, Canada and Control States. Direct accountability for channel and commercial strategies, and ownership of a \$325 million P&L. Key customers include Walmart, Target, Meijer, Kroger, Safeway, Publix, Costco, Sam's and Total Wine & More.

Innocor, Inc., Red Bank, NJ **2017 – 2018**
SVP – GM Retail

Led retail sales, marketing, product development and operations planning for Innocor Comfort, a category leading foam technology company. Direct accountability for channel, commercial and private label strategies, and ownership of a \$350 million P&L. Key customers include Amazon, Walmart, Sam's, Costco and Kohl's.

Simpactful, LLC, San Ramon, CA **2016 – 2017**
Senior Consultant

Consulting with leading CPG/retail companies on commercial strategy, revenue management, organizational development, supply chain, and joint business planning. Clients included Bayer, GSK, GP, and Duracell.

Wal-Mart Stores, Inc., Bentonville, AR **2006 – 2016**
World's largest retailer, with 11,700+ stores, 260 million customers, and revenues exceeding \$500 billion.

Senior Vice President, Merchandise Operations – U.S. Merchandising **(2013 – 2016)**

Led strategic direction and operational performance for U.S. Merchandise Operations, including replenishment, pricing, planning and merchandise strategic roadmap, covering 4,500 stores and multiple formats through team of 75.

- Delivered new operating structure aligned to key stakeholders in merchandising and operations for strategic and geographical business units.
- Established Activity Management Office to coordinate merchandising programs, maximizing operational efficiency and reducing labor hours at the store level.

- Developed feature management tool to drive execution and flow of strategic inventory, improving store-level feature execution by 10% and managing space effectively.

Vice President, Baby – U.S. Merchandising

(2010 – 2013)

Led strategic direction planning, pricing, replenishment, marketing, merchandising, e-commerce and store operations for \$8 billion baby consumables, hardlines, and apparel business. Managed a team of 25, including category directors and senior buyers, in a cross-functional, matrixed environment.

- Restructured and centralized all baby products teams and operations, transforming from negative/flat to growing in excess of 6% annually.
- Established private label category strategy, exceeding annual sales targets and growing private label by over 10%.

Vice President, U.S. Real Estate

(2009 – 2010)

Vice President, Business Development

(2006 – 2009)

Transformed space leasing program for the 4,500 national stores and manage \$500 million profit center/P&L. Role expanded to include the procurement and management of store build-out.

- Established long-term leasing relationships with large national suppliers, including McDonald's, Subway, and Regis Hair Salons, enhancing predictability and profitability.
- Efficiently managed \$2 billion procurement function within budget.

Brinker International, Dallas, TX

2005 – 2006

Largest global casual dining restaurant company (Chili's, Romano's, On The Border, and Maggiano's).

Vice President, Global Markets

Managed business infrastructure for \$300 million international expansion strategy.

- Key player in achieving significant international franchise growth, delivered FY06 growth target of 23%.
- Worked with international investors to establish franchise, including real estate, physical build-out, human resources, marketing, culinary, training, and procurement.

State of Florida, Tallahassee, FL

2003 – 2005

Deputy Secretary, Department of Management Services

Appointed executive for a 500-person agency, managing State policy, operations, legislative, and administrative functions for Human Resource Management, the Florida Retirement System, and the Division of State Group Insurance.

- Led consolidation of Human Resource systems for 23 agencies and seven universities, reducing workforce 15% and saving more than \$150 million annually.

Diageo PLC, London, England

1991 – 2003

Largest global premium wine and spirits company.

Sales and Marketing Executive, San Francisco, CA; Nashville, TN; Minneapolis, MN; and Miami, FL

Led brand management initiatives for several lines of business and subsequently moved into a series of regional sales management/leadership positions. P&L responsibility for multimillion - dollar operations.

EDUCATION & PROFESSIONAL DEVELOPMENT

University of Chicago, Graduate School of Business, Chicago, IL

Executive Finance Program

Virginia Commonwealth University, Richmond, VA Bachelor of Arts