

JENNIFER JONES

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Vice President

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SOLUTIONS-ORIENTED LEADER

Dynamic Enterprising Executive with deep expertise developing and driving innovative strategies that propel product pipelines and market penetration by leveraging insights for measurable marketing and business planning. **Known as a high impact, customer-centric leader** with strong business intelligence and financial acumen to drive bottom-line.

Empowering Team Builder & Talent Developer | Collaborative & Connective Thinker | Revenue-Driver

Key Strengths: Business Strategy and Analysis ▪ Organizational Management ▪ Category Management ▪ Negotiation ▪ Relationship Building ▪ Sales & Marketing ▪ Cross-functional Leadership ▪ Competitive Analysis ▪ P&L ▪ Change Management ▪ Consumer Insights / Behavior Analysis ▪ Business Analytics ▪ Leadership and Team Building

CAREER HIGHLIGHTS

Multi-Functional Expertise. Accomplished, progressive career with quick promotion. Honed diverse skillset across wide spectrum of business areas—pivoting easily through times of challenge, change, and adversity.

Passionate People-First Leader. Cultivated top talent via constructive coaching and mentoring, leading to elevated performance & advancement of the team.

Transformational Change-Agent. Yielded significant impact on retail operations via strategic planning, prioritization, and continual process improvement.

Award-Winning Performance / Notable Recognition. Received 'Lifetime Achievement Award' (Bonfort Wine & Spirits, 2018), 'Retailer of the Year' (Wine Enthusiast, 2017), 'Innovative Category Management' (2014), & more.

EXECUTIVE SUMMARY & LEADERSHIP EXPERIENCE

ALBERTSONS COMPANIES, INC. | SAFEWAY INC. - Various Locations

2001–2021

Excelled in roles of increased scope and responsibility. Successfully stewarded Grocery, Wine, Beer, Spirits & other key categories by building strong retail strategies spanning merchandising, marketing, and supply chain operations. Instrumental player in post-acquisition of Safeway Inc. (2015). Continued to thrive by quickly adapting and pivoting easily through times of challenge, change, and adversity.

- Led up to 13 Teams & 50 Personnel
- Oversaw Nearly \$4B in Portfolios
- +2200 Retail Stores nationwide
- 13 Geographical Markets

KEY IMPACT SNAPSHOT: *Built balanced business approach to best serve retail customers and generate increased growth and revenue. Pioneered enterprise-wide cost cutting initiatives and streamlined operational efficiencies. Cultivated productive workforce and key partnerships leading to data-driven results and win-win solutions for **strong profitability and positive customer experiences.***

Vice President, Grocery, 2020 – 2021 | Vice President, Total Alcohol Beverage, 2015 – 2020

Oversaw department portfolios worth \$4B across a national landscape of +2200 retail stores. Communicated corporate initiatives and insights to 13 geo-market leaders. Confidently drove strategic supplier negotiations for delivery of successful nation-wide promotional events. Leveraged in-depth knowledge of complex alcohol laws & geographical nuances to achieve incremental revenue goals.

- ✓ **Boosted Grocery revenue +28%.** Integral in continuous transformation of position that morphed into critical inventory management during Covid-19. Engaged with suppliers to procure inventory for highly sought-after items (e.g., flour and spices), leading to enhanced revenue and company sales growth.
- ✓ **Drove private label sales penetration +150 basis points.** Collaborated with cross-functional teams to generate new item innovation for wine & spirits categories--later adopted by all markets.
- ✓ **Achieved 25% cost reduction through operational process improvements.** Modernized wine shelving process, improving shelf-life, and stocking procedures, **saving the company time and money.**
- Influenced key decision-making by serving as the department 'Liaison' with the eCommerce team, sharing pivotal data and strategies to expand product offerings for future growth.
- Led national implementation of target retail strategies across multiple categories. Built robust merchandising strategy and guidelines further published to division teams for implementation.
- Steered successful customer-centric initiatives with a focus on pricing, promotions, assortment and product availability. Analyzed category performance and provided tactical guidance to achieve competitive market edge.

Experience Continued...

Sales Manager, Liquor, Seattle WA Division 2015 – 2015; Period of transition due to company merger.

- ✓ **Earned quick promotion within 5-months** to National Vice President of Total Alcohol Beverage as result of achieving revenue goals for geographical operating area.
- ✓ **Architected long-term growth** for newly formed division by constructing a comprehensive retail strategy for the Alcohol Beverage market and leading successful implementation
 - Streamlined operational efficiencies by consolidating promotion, assortment, and display tactics of each store banner into a single customer-centric approach.
 - Ensured positive work culture by providing organizational support and guidance to teammates & suppliers.

National Category Director, 2005-2015

(Safeway, Inc., Pleasanton, CA: Beer | Spirits and Tobacco, | Health and Beauty)

Orchestrated national management of \$775M beer category, \$450M in Spirit Sales & \$110M in Tobacco Sales for +1600 retail stores nationwide across 12 operating areas. Excelled as national team leader for teams of nine and seven individuals, respectively. Built, developed, and led execution of strong retail category strategies.

- ✓ **Surpassed revenue goals & market share.** Leveraged Lower Cost of Good Reductions to drive reduced pricing and increased sales velocity.
- ✓ **Awarded for 'Innovative Category Management'** for craft beer product transformation. Received 'Heroic Performance Award' for project leadership of incorporating Spirits into Washington State Stores.
 - Analyzed category performance and interpreted sales trends, customer data and competitor activity to transform the craft beer product offering generating higher revenue and market share.
 - Championed merchandising plans with focus on economic clustering in each market. Spearheaded category management project to incorporate Spirits into Washington State stores based on legislative changes.

Early Career: Nat'l Category Manager, General Merchandise - Pleasanton, CA / Category Manager, Grocery - Denver, CO

EDUCATION / PROFESSIONAL DEVELOPMENT

Bachelor of Science, Business Management, Metropolitan State University of Denver, CO

Additional Training Diversity and Inclusion Resource Training ▪ The Art and Science of Negotiation ▪ Edge Negotiations
 ▪ Advancing Leader Series ▪ Frontline Leadership Series ▪ Understanding and leading with Myers Briggs ▪ Courageous Conversations About Ending Hate & Discrimination in America ▪ Albertsons University

OTHER AREAS OF EXPERTISE

E-commerce ▪ Pricing ▪ Competitive Market Research ▪ Retail Industry ▪ Organizational Leadership & Development ▪ Performance Management ▪ Training & Development ▪ Market Research ▪ Innovation & Transformation ▪ Forecasting ▪ Inventory Control ▪ Supply Chain Operations ▪ IRI/Nielsen ▪ Symphony EYC ▪ Microsoft Office Suite

WORDS OF RECOMMENDATION

*"Jennifer took the lead on multiple special projects & pilot programs. What impressed me most...her ability to influence & guide those projects to achieve the desired results and her outstanding people skills. She genuinely cares about her co-workers [making] those on her team eager to perform at an elevated level...a **result-driven leader** that has outstanding team building skills, I highly recommend Jennifer."* Tim P., National Category Director, Direct Report

*"...I have seen her leadership skills in leading departments in things like **merchandising planning exercises, her analytic skills and strategic development...** I have worked with her on a number of projects over the years I would recommend Jennifer as someone who can come in and add value to an organization and also bring a positive impact on your culture at the same time."* Ryan V., Partner at nsight, LLC

I've always found Jennifer to be a great collaborator. Her responsibilities required the difficult balance of activating national efficiencies while not losing sight of important local nuances--she built relationships along the way and excelled in this space." Demetri P., VP of National Merchandising, Albertsons Companies, Colleague