

JOSEPH NICHOLS

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CHIEF OPERATING OFFICER ~ EXECUTIVE VICE PRESIDENT ~ SENIOR VICE PRESIDENT

Strategic Planning... Concept Development... Operational Excellence... Change Management

Action-oriented executive offering rich history of success leading change, managing turnaround initiatives, and posturing organizations for sustainable growth. Accomplished leader with propensity for consistently delivering results exceeding expectations. Broad-based grocery retail experience throughout operations, sales and merchandising, meat, deli, seafood, bakery, floral, pharmacy, general merchandise, health and beauty care, advertising, marketing, grocery, logistics, category management, and produce due to 20+ year progression. Thrive on high pressure situations where turnaround is necessary to drive sales and organizational performance.

SELECTED CAREER HIGHLIGHTS:

- ◆ Operational leadership roles including multibillion-dollar P&L management and strategic planning for corporation generating \$7 billion in annual sales.
- ◆ Guided initiatives involving process improvement, employee development, and operational efficiency.
- ◆ Championed national consolidation program reducing costs, improving efficiencies, and enhancing competitive strength.

CAREER PATH

ABC, INC. - New York, NY 2000 - 2006

SENIOR VICE PRESIDENT / VICE PRESIDENT - US COMPANY (2003 - 2006)

***Direct Reports:** 6 - Senior Directors of Grocery, Health and Beauty Care, Pharmacy, Private Label, Promotional Planning and Analysis, and Pricing; **Budget:** \$7 billion*

Chosen to transform organizational consolidation effort involving 3 disparate marketplaces (Atlantic, Southern, and Midwest regions) into centralized merchandising organization supporting 3 regions boasting 7 retail chain operations encompassing 400 stores. Key activities included oversight and growth of sales and profits, proper execution of strategy and promotional calendar, directing and communicating with organization comprised of 180 employees, managing field support personnel, developing and deploying strategic plans, and communicating with senior management team to enhance decision making efforts. **Key contributions include:**

- ◆ **National Consolidation** - Generated \$75 million in administrative cost savings and \$600 million in product expenditures while increasing core market growth 2% by leading national consolidation initiative and leveraging product spend throughout the country. Designed strategic plan, created processes ensuring stakeholder participation, and conducted comprehensive negotiations with suppliers/vendors.
- ◆ **Trade Marketing Strategy** - Streamlined investments geographically by creating and implementing varying levels of investment based on product performance and market demographics.
- ◆ **Promotional Calendar** - Drove sales \$105 million and profitability \$32.5 million annually by introducing geographically-created promotional calendar outlining specific circular promotions for weekly execution versus one national promotion campaign.
- ◆ **Budget Allocation of \$375 million** - Analyzed and allocated funds amongst 400 stores throughout each region base on specific strategic plans. Reallocated funds periodically to address market trends.
- ◆ **Employee Performance** - Strengthened employee performance by collaborating with operating unit leadership to explain changes, strategic plans, and growth initiatives.

SENIOR VICE PRESIDENT - ATLANTIC REGION (2000 - 2003)

***Direct Reports:** 12 - Vice Presidents of Advertising/Marketing, Grocery, Corporate Brands, Health and Beauty Care, General Merchandise, Pharmacy, Meat, Seafood, Deli, Bakery, Produce and Floral; **Budget:** \$5.5 billion*

Hired to migrate Eastern region's 5 retail companies into centralized organization to allow for product cost savings. Led all sales and merchandising functions supporting 320 stores with \$5.5 billion in annual sales and directed organization comprised of 200 team members. **Key contributions include:**

- ◆ **Sales and Merchandising Consolidation** - Fueled identical store sales 2% and cut salary costs \$7.5 million by leveraging buying power of \$5.5 billion to drive cost of goods down and reinvesting saved monies on promotional programs.

- ◆ **Gross Income Growth** - Accelerated growth \$400 million by developing the "ABC" initiative focused on a best in class approach to category management.
- ◆ **Vendor Funding Allowances** - Net costed \$315 million in funding allowances into cost of goods to streamline and drive efficiencies in merchandising organization by eliminating product allowances and negotiating best bottom line costs with current and competing vendors.
- ◆ **Sarbanes Oxley Compliance** - Developed formalized procedures to comply with SOX requirements and led procedural implementation throughout 320 stores.
- ◆ **Technological Efficiency** - Drove sophisticated technological migration to streamline organizational productivity by directing migration to ERP solution from legacy systems.
- ◆ **Stakeholder Confidence** - Developed strategic plans and budgets in collaboration with senior management team to meet/exceed goals.

XYZ, INC. - New York, NY 1996 - 2000
(A division of ABC, Inc.)

VICE PRESIDENT - SALES AND MERCHANDISING (1998 - 2000)

Direct Reports: 12 - Vice Presidents of Advertising/Marketing, Grocery, Corporate Brands, Health and Beauty Care, General Merchandise, Pharmacy, Meat, Seafood, Deli, Bakery, Produce and Floral; *Budget:* \$382 million

Accepted opportunity to lead organization comprised of 90 retail outlets generating \$1.3 billion in annual sales and employing 75 individuals. **Key contributions include:**

- ◆ **Organizational Restructuring** - Developed strategic business plan for market share leader on Long Island to address issues relative to capital investments, operational standards, customer segmentation, associate training, and new marketing and merchandising methodologies.
- ◆ **Sales and Marketing** - Increased sales \$12 million (5%) by assessing consumer trends in New York City Boroughs and deploying a regionally distinct sales and marketing plan focused on demographic profiles, item mix, price points, marketing execution.
- ◆ **Marketing Campaign Execution** - Drove identical store sales up 3% while increasing profits \$40 million annually by instituting a comprehensive marketing campaign offering weekly features.
- ◆ **Best in Class Organization Leadership** - Recognized throughout company for developing internal store and office talent through successful recruitment of external candidates.
- ◆ **Merchandising Technology Migration** - Grew total income \$100 million per year (1.5%) by serving as key member of Corporate team tasked with designing and implementing a complete information technology transformation, enhancing cost of goods interpretation and negotiation power.

VICE PRESIDENT - GROCERY (1996 - 1998)

Promoted from Director of Grocery to oversee grocery, health and beauty care, general merchandise, and pharmacy operations generating \$845 million per annum. **Key contributions include:**

- ◆ **Sales and Profit Forecasting** - Enhanced forecast accuracy 20% by developing and implementing sales and profit forecasting system ultimately adopted throughout the corporation and used as basis for new merchandising IT platform.
- ◆ **Merchandising** - Simplified operations communication to ensure execution and local market requirements flexibility by instituting program providing management with individualized execution guidelines.
- ◆ **Procurement Team Leadership** - Increased service level 2% and slashed inventory costs \$5 million by creating and implementing forecasting system more accurately predicting weekly needs associated with promotional programs.

Additional Career Experience:

XYZ, Inc. - Director of Grocery; Director of Direct Store Delivery; Category Manager; Warehouse Inventory Control Manager; Warehouse Supervisor / LMN - Produce Manager; Store Clerk

EDUCATION

Bachelor Degree Program Participation in Liberal Arts - Queens College; Flushing, NY