

JAMES SAUNDERS**SENIOR MANAGEMENT EXECUTIVE****Location**: 1301 E. Debbie Lane | Mansfield, TX 76063 | **Email**

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PROFESSIONAL PROFILE

A senior executive with verifiable year-after-year success, driving profit, revenue, and market growth according to expectations. I have extensive experience in centralizing national procurement activities and reengineering global organization templates that required a keen and deep comprehension of critical business drivers in multiple markets. I have tremendous success when it comes to building vendor relationships and other business partnerships that drive cost reduction and margin increases. I have experience as a leader and motivator of teams consisting of 1,000 employees and managed P&L for major retailers exceeding \$5 billion in annual revenue. I am conversant in Spanish and available for travel and relocation.

CAREER HIGHLIGHTS

The Homeworld Hypermarkets, Tianjin, China,*EVP/Chief Merchandising Officer*

2005 to 2007

One of the top retailers around the world with over 50 hypermarkets across Northern China, generating \$1.2 billion USD in annual revenue.

RESPONSIBILITIES

- Recruited by the CEO to westernize merchandising operations within an autonomously run Chinese-owned hypermarket.
- Rapidly acquired comprehensive knowledge of the Chinese marketplace, and developed detailed business plans to compensate for cultural differences.
- Held full P&L accountability.
- Functional areas of responsibility involved fresh groceries, soft-lines, hard-lines, private label, merchandising, direct sourcing, procurement, information services, research, and advertising.
- Managed both direct and indirect reports.
- Reported to the President regularly on company updates and serious company matters.
- Oversaw the reorganization and centralization of merchandising operations in a three-month time frame.
- Reduced the employee headcount from 586 to 323.
- Conceptualized and implemented a model store that standardized all merchandising flow and fixture requirements, saving the company up to \$200,000 USD per store remodel.
- Created and employed the first formal Category Management program, which monitored expenditures and supplier

performance, thus improving shelf space productivity, and driving progressive price improvements.

- Developed and introduced the “Category Captain” program that optimized supply chain operations through strategic relationships with key vendors in China.
- Carved a strong brand position “Spend Less/Live Better” around improved economic, social, and living conditions in China.

The Homeworld Hypermarkets, Tianjin, China,

SR. VICE PRESIDENT, MERCHANDISING

2003 to 2005

Conceptualized a strategy that improved competitive position and increased margin by 22%

RESPONSIBILITIES

- Hired by the CEO to improve sales and merchandising operations for this multi-format (Marsh, LoBill, O'Malia's) supermarket chain with 100 locations.
- Held full P&L responsibility.
- Functional areas of responsibility involved grocery, general merchandise, healthcare and beauty (GM/HBC), bakery, fuel Rx, produce, deli, meat, advertising, pricing, marketing, and plan-o-grams.
- Pioneered the creation and implementation of the industry's first-ever “Lifestyle” format founded on the consumer shopping behaviors and “solution” departments.
- Designed a new approach to pricing in conjunction with Willard Bishop Consulting, thereby increasing the overall margin by 62 basis points.

- Spearheaded a brand-centric marketing strategy referred to as the “Experts in Fresh” that solely focused on produce, meat, and deli/bakery.
- Initiated multiple campaigns across TV, radio, circulars, and billboards, and in the end, improved the market share by 100 basis points despite stiff competition from Wal-Mart and Kroger.

EDUCATION & QUALIFICATIONS

XYZ College

Bachelor's Degree in Business Administration

Class of 2002

I attended the XYZ College in Miami, FL, where I pursued a Bachelor's Degree in Business Administration, graduating with the highest honours after completion.

CORE SKILLS

- P&L Management/Budgeting
- Staff Development & Leadership
- Sales & Merchandising
- Procurement Operations
- Category Management
- Strategic Supplier Development

- Supply Chain Optimization
- Marketing & Advertising
- Product Management
- Operation Reengineering
- Performance Improvement
- International Business

LANGUAGES

English ? Portuguese ? Spanish ? Japanese ? Indian

HOBBIES & INTERESTS

Drawing ? Scuba diving ? Snorkeling ? Reading ? Scrapbooking

INDUSTRY REFERENCES

Mr. James Potter

Head Merchandiser

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Mr. Ron Rogers

Chief Merchandising Officer

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