

# JEFF GOLDMAN

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*Performance-driven executive with a wealth of operations and management experience whose accomplishments reflect outstanding leadership skills and a long-term focus on maximizing efficiency and productivity*

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## SUMMARY OF QUALIFICATIONS

Goal-oriented executive with extensive experience in retail operations and administrative management. Demonstrated expertise in orchestrating performance turnarounds. Long-standing track record of success in identifying and exploiting key improvement opportunities to drive sales and increase profits. Open, honest and respected manager who leads by example and is effective at motivating team to achieve outstanding results. Demonstrated commitment to efficiency and productivity that carries through entire organization. Driven leader with passion for excellence.

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## PROFESSIONAL EXPERIENCE

**GREAT AMERICA SUPERMARKETS**, Mountainview, Pennsylvania 1985 to present  
**President, Southern Region** (6/02 to present)

Currently oversee network of stores in southern region, directing 4500 staff members through team of direct reports. Worked way up through organization, holding a series of management positions of increasing responsibility.

### Performance Excellence

- Recognized for ability to effect change and improve profitability, brought in to turn around performance of troubled Southern Region.
- Led New England team that earned ranking as top performing group in the company.
- Effectively orchestrated new store openings in Pennsylvania. Oversaw opening of seven stores in seven months, each of which exceeded all performance goals.
- Established long-standing record of productivity excellence, leading teams ranked best nationwide. Consistently maintain shrink at levels that are among the lowest in the industry.
- Implemented seasonal programs throughout 900 stores, achieving 25% growth in two years.

### Operations Improvement

- Analyze and organize all areas of operations, instituting plans, policies, and controls to support business goals.
- Developed planning technology and operating guidelines for unit, district, divisional, and chain-wide operations that took into account the unique challenges and requirements of individual locations.
- Coordinated with merchandising management to implement strategies to exploit unique local opportunities.
- Integrated technology and education to dramatically elevate productivity, cultivating an environment for the successful implementation of new processes and procedures that substantially improved operations.
- Instituted shrinkage control measures that consistently reduced losses through the establishment and communication of team goals, enhanced staff training, and improved monitoring.
- Introduced proactive customer service culture, elevating service levels, enhancing company profile, and contributing to profit growth and competitive advantage.

### Administrative Management

- Prepared and administered annual operating and expense budgets of up to \$3 billion, applying skill in financial forecasting and analysis.
- Observed and evaluated consumer and market data to discover emerging trends, determine competitive position within the industry, and identify future opportunities.
- Developed and implemented performance management initiatives that used incentive programs to communicate performance expectations and motivate staff to attain them.
- Planned, organized and directed comprehensive staff and management training programs. Successfully trained 65 new corporate managers and 12 new store managers within twelve-month period.
- Organized and administered employee recruitment and retention programs, including efforts successful in consistently reducing turnover.