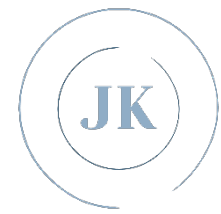


JESSICA SAMPLE

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STRATEGIC GROWTH, LEADERSHIP DEVELOPMENT & INDUSTRY INNOVATION

Forward-thinking former Chief Operating Officer with a history of excelling in the grocery retail industry, eager to transition robust expertise into business consulting services. Bringing over two decades of hands-on experience from tenure at Whole Foods—consistently recognized and promoted for influential leadership and strategic execution—now focused on empowering clients through adaptive, results-oriented consulting solutions.

- ▶ Climbed corporate ladder exclusively through successive recruitments for exceptional leadership and strategic business acumen.
- ▶ Servant leader with high emotional intelligence, committed to the development and mentoring of teams, nurturing talent, and building an inspiring organizational culture.
- ▶ Extensive industry knowledge encompassing Operations, Purchasing, and Distribution, underpinned by over 20 years of grocery retail experience, with a comprehensive understanding of supply chain dynamics and market trends.
- ▶ Strategic board member at the VIVA Texas Produce Show for 3 years, liaising with key industry players and contributing to the growth of a network that connects growers in Mexico and TX with North American produce outlets and retailer.
- ▶ Language proficiency in English, Spanish, and Portuguese, complementing ability to engage with a diverse range of stakeholders and lead on an international platform.

PROFESSIONAL EXPERIENCE

SAMPLE COMPANY

2022 – 2023

CHIEF OPERATING OFFICER

Transitioned into a role as COO to spearhead company-wide growth strategies and steered daily operational functions, ensuring corporate objectives were met with efficiency and effectiveness. Managed diverse team of over 10 senior-level executives, including but not limited to Chief of Staff, Facility Leaders, Director of Financial Planning & Analysis (FP&A), Director of Operations, Director of Marketing, Director of Information Technology (IT), Director of Talent Acquisition, Training Coordinator, and Director of Sales & Catering.

- Implemented strategic reorganization of office operations and facility management, shifting to operations-centric model underpinned by the principles of servant leadership, leading to enhanced organizational performance.
- Restructured the Sales & Catering division, resulting in a remarkable sales increase of over \$3M within a 12-month period.

SAMPLE COMPANY

2006 – 2022

REGIONAL VICE PRESIDENT – SOUTHWEST REGION (2018 – PRESENT)

Instrumental in store development/design, overseeing successful launches of over 47 new store openings. Directed operational and financial management across the Southwest Region, encompassing TX, OK, AK, and LA, achieving over \$1.2B in annual sales. Supervised diverse team of over 15 direct reports, including an Executive Assistant, Executive Leaders, Regional Coordinators, Facility Team Leader, and Store Team Leaders.

- Collaboratively achieved high-level company and regional objectives in partnership with Regional President, setting clear expectations, timelines, and attainable goals for stores and support teams.
- Mentored and nurtured professional growth of regional leadership by aligning with the company's vision, establishing strategic priorities, and implementing measurement tools for performance and providing continuous coaching.
- Spearheaded evolution and capability enhancement of regional purchasing teams, defining objectives, maximizing purchasing power, optimizing supplier relations, and setting clear expectations.
- Fostered development and expansion of local brand offerings and partnerships, resulting in the successful integration of regional products into the broader market.
- Formed proactive leadership collaboration with RVP of Operations, synchronized efforts across support teams and stores, and focused on pivotal strategic initiatives.
- Improved operational processes through the application of analytics, target-oriented reporting, and consistent evaluation of strategic goals, financial targets, and the efficacy of region-wide and global program implementations.

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- Executed local outreach initiatives to cultivate brands, such as Tacodeli and Juiceland, creating pathways for regional products to achieve national distribution with WFM.
- Established direct sourcing partnerships with international produce growers, fostering mutually beneficial relationships and contributing to the attainment of Fair Trade certifications; this transparent sourcing approach enhanced the company's cause-related marketing efforts.

EXECUTIVE LEADER – SOUTHWEST REGION (2016 – 2018)

Served as primary contact and authoritative voice for regional and global project coordination, advocacy, and unified leadership. Collaborated with Regional President, Regional Vice President, and Executive Coordination team to elevate stock availability, foster innovation, solidify best practices, and optimize store operations. Provided guidance and development to Product Coordinators and Store Team Leaders, enhancing leadership skills and operational expertise. Furthermore, liaised with Finance Executive Coordinators (ECs), Regional Vice President (RVP), and additional Coordinators to monitor and drive financial success of product lines and retail outlets.

- Innovated and embedded customer-centric retail culture within store teams by introducing efficient structures, processes, and systems for sustained excellence.
- Presided over regular regional financial strategy meetings with Coordinators, enhancing fiscal accountability and strategic planning at Regional office and Southwest Distribution Center.
- Championed employee engagement by modeling enthusiasm for quality food products and delivering high-caliber experiences.
- Upheld Whole Foods Market (WFM) and Southwest's (SW) ideals and objectives as a distinguished Advisory Board member of the Viva Texas Produce trade association.
- Forged strong alliances with Coordinators and Store Team Leaders to execute unparalleled retail strategies, ensuring superior team performance across the region.

ADDITIONAL EXPERIENCE – WHOLE FOODS

Produce & Floral Coordinator – Southwest Region

Global Produce & Floral Buyer – Global Perishable Purchasing Office

Global Whole Trade Specialist and Grocery Support – Global Grocery Team

Associate Buyer – Global Exclusive Brands Team

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts (BA) in International Business, Minor in Latin American Studies • St. Edward's University

AWARDS & RECOGNITION

Stagen Foundational Leadership Program • WFM Culture Champion Certified • WFM Mentorship Program – Mentor • Global Honorable Mention All*Star 2015 • Southwest Region All*Star 2015 • Southwest Region Top Program Award 2015 • Global Support All*Star 2012

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts (BA) in International Business, Minor in Latin American Studies • St. Edward's University

AREAS OF EXPERTISE

Budget Development & Fiscal Management | Change Management | Cross-Functional Team Leadership | Data Analysis & Interpretation | Efficiency Optimization | Global Operation Management | Human Resources Management | Logistics & Supply Chain Management | Negotiation & Contract Management | Operations Workflow Development | Performance Metrics & Evaluation | Process Improvement | Project Management | Quality Control & Assurance | Risk Management & Mitigation | Staff Development & Training | Stakeholder Engagement & Communication | Strategic Planning & Execution | Technology Integration & Digital Transformation | Vendor Sourcing & Procurement | Workflow Optimization