

Robert Jones
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Career Overview

Highly successful Grocery Chain-Store Executive Manager with specific expertise in Produce Department Operations. Planned and lead produce associate training programs including one-on-one training, group seminars, and focus specific presentations. Wrote and implemented Operations Standards Manual for 32 store chain. Developed a total store audit procedure for all stores. Strong negotiating skills improved all purchasing agreements with regional and national vendors. Very skilled at creating sensational, traffic stopping in-store produce merchandising. Expanded merchandising philosophy with all associates. Successfully increased sales with event merchandising plans. Hands on involvement with numerous department remodels and resets. Motivational management style that believes in emphasizing teaching and training of associates.

Professional Experience

1994 to 2009 Director of Produce Operations
Fresh Farm Express
Atlanta, Georgia

- Responsible for all Produce Department operations, purchasing, staffing and profitability for this 32–unit retail grocery chain.
- Established retail pricing/gross profit margins for all varieties of fruits and vegetables.
- Responsible for all produce purchases and quality control resulting in minimal shrinkage.
- Negotiates all contracts and buying agreements with regional and national produce suppliers.
- Wrote all weekly advertising and yearly marketing plan.
- Supervises all floral sales including three full service floral departments.
- Responsible for all Produce Department product merchandising.
- Supervises all produce department remodels, new store layouts, department sets, and equipment selection.