

Ashley R. Turner

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## Executive Summary

Dynamic and visionary retail executive with 20+ years of progressive leadership experience across multi-unit operations, including department stores, specialty retail, and big-box environments. A proven builder of high-performance teams and customer-centric cultures, driving transformative results in revenue growth, profitability, and operational excellence. Adept in strategic planning, EBITA, allocation, talent development, merchandising, and fostering partnerships across HR, asset protection, and C-Suite corporate teams. Military-honed leadership with a deep commitment to diversity, inclusion, and community engagement.

## Core Competencies

Multi-Unit Leadership & Strategy | Talent Development & Succession Planning | Profit & Loss Ownership | Organizational Turnaround & Growth | Customer Experience Excellence | Operational & Visual Execution | Merchandising & Inventory Strategy | Cross-Functional Team Leadership | Community Engagement & Brand Loyalty | Diversity, Equity & Inclusion

## Professional Experience

### Belk Department Stores – Atlanta, GA

Vice President of Stores | 2022 – Present

- Lead operations for 1,000+ associates and \$250M in annual revenue across a key region.
- Built and executed individualized talent strategies, reducing leadership turnover to 0% and hourly turnover by 50%.
- Partnered cross-functionally with HR, asset protection, visual, and operations teams to align execution with strategy.
- Secured \$500K in capital investments and \$3M in new brand revenue through vendor partnerships.
- Led community-driven events that generated \$5M+ in revenue and \$250K in donations.
- Achieved a 90+ profit score and year-over-year EBITA growth through strategic planning and margin improvement.
- Developed multiple strategies adapted across the fleet that will drive over \$10 million in revenue this year through strong partnerships, strategic planning, and capital funding.

### Target – Various Locations

Director, Super Target | 2019 – 2022

- Directed three high-volume \$75M stores with 23 leaders and 186 team members.
- Drove sales growth through talent elevation and operational discipline.

- Boosted digital sales from \$2M to \$12M and exceeded all operational metrics across the region.
- Promoted 4 leaders internally and recruited 10+ Store Directors nationwide through strategic sourcing.
- Achieved 80%+ engagement scores and consistently led in customer satisfaction market-wide.

#### **Belk Department Stores – Nashville, TN & Bowling Green, KY**

Multi-Unit Store Manager | 2016 – 2019

- Managed \$20M in annual volume and led the successful opening of the Bowling Green location.
- Implemented local merchandising strategies that grew sales by \$5M across both stores.
- Achieved 0% leadership turnover and industry-leading customer satisfaction (97% in Bowling Green).
- Mentored new Store Managers and was a key talent developer for the region.

#### **Macy's Inc. – Flagship Stores (Miami & Chicago)**

Store Manager | 2011 – 2016

- Oversaw \$200 million in combined store and fulfillment volume with 62 direct reports and 4,000+ associates.
- Designed and implemented a 'My Macy's' strategy that drove \$10M+ in growth—adopted companywide.
- Created exclusive designer accessory strategies based on customer feedback and analytics.
- Partnered with senior leadership on brand initiatives and market-specific assortments.

#### **Aeropostale – Southeast Region**

District Manager & Executive Trainer | 2006 – 2011

- Directed 10 stores with a combined \$50M in annual revenue.
- Built and sustained district-wide consistency in merchandising and operations.
- Elevated performance through coaching, accountability, and strategic development of Store Managers.

#### **United States Army**

Squad Leader | 2001 – 2005

- Supervised cargo operations at Fort Eustis; reported to 1st Sergeant of 311th Company.
- Led and motivated team of soldiers; Bronze Star recipient for exceptional leadership.

#### **Education**

Spartanburg Community College – Business Administration | 1999 – 2000

Blacksburg High School – Diploma | 2000

United States Army – 88K10 & 88K20 Logistics Training | 2001