

S. Peter Peligian

1 Twisted Oak Place ~ Palm Coast, FL 32137
(H) 386-446-2153 ~ (C) 386-569-1685 ~ (E) ppeligian@earthlink.net

RETAIL MANAGEMENT PROFESSIONAL

Dynamic, results-driven leader with a wealth of successful business experience that reflects outstanding leadership and customer service. Respected executive who leads by example and is effective at motivating teams to achieve results. Self-sufficient and resourceful problem solver with meticulous organizational, planning and decision making skills. Additional expertise in the following competencies:

- Sales & Marketing
- Employee Development
- Merchandising
- Customer Experience
- Strategic Planning
- Inventory Management
- P&L Management
- Business Development
- Operations

KEY ACCOMPLISHMENTS

Financial Performance – Applied a keen attention to expense details and sales techniques to deliver outstanding annual sales results year over year as a consistent Top 4 performer: +7% in 2006, +5% in 2007, and even in 2008 despite a weak economy.

Strategic Planner & Thinker – Implemented business strategies required to manage short-term issues while pursuing long-term objectives. Utilized product bundling strategy and upselling low-priced items at the POS to increase average dollar sales and develop employee sales rapport with customers.

Mentor & Team Builder – Provided vision, leadership and discipline to high-performance teams. Promoted diligent evaluation of store performance as well as the “3 Ps” – People, Product and Presentation. Successfully partnered top managers with marginal performers to increase productivity and foster a sense of teamwork.

Business Development – Cultivated strategic business relationships that met challenging corporate goals. Launched flagship store within 10 weeks – 3 days early and under budget by 9% – by procuring multiple construction resources. Negotiated 4 new lease deals for retail store expansion, pending capital investment.

CAREER EXPERIENCE

BEALL’S, INC.

District Sales Manager, Northern Central Florida

2010 to Present

Manage all aspects of sales and operations for 9 stores worth at total of \$14 million in sales volume. Soft lines merchandising includes apparel, footwear and accessories for men, women and children. Hard lines expertise covers home decor, housewares, furnishings and domestics. Currently focused on talent assessment to identify team building opportunities and ensure consistent application of company standards to improve the overall customer experience.

TAIL ACTIVEWEAR

Director of Retail Operations, Southern States

2008 to 2009

Hired by wholesale apparel manufacturer to build new Retail Operations division, initially leading a team of 5 people to launch FL store and expand across North America. In this entrepreneurial environment, demonstrated the rare ability to deal with uncertainty and manage change while exhibiting strategic vision in guiding store development and key business functions.

- Delivered targeted direct mail campaign with a \$20 gift card, generating a response rate of ~8%
- Secured successful advertising deal with ClearChannel Communications for heavily traveled I-95
- Hired, trained and developed 3 store managers and held final hiring decision on all positions
- Provided hands-on training for new POS system, product knowledge and upselling sales techniques
- Designed product strategy/pricing through analysis of wholesale data, competition and seasonality
- Competitively priced and procured construction materials, fixtures and contractors for new store
- Created and utilized logo-branded marketing materials to generate traffic for grand opening event

CAREER EXPERIENCE**CLAIRE'S STORES, INC.,*****Regional Sales Manager, Mid-West******2005 to 2008***

Directed a team of 11 District Sales Managers (DSMs) in the operation of 124 retail stores across 6 mid-western states with an average annual volume of \$47 million. Launched 13 new locations and supervised 29 remodels while leading 2 retail divisions with separate target markets – Claire's (Pre-Teen) and Icing (Juniors/Young Adult).

- Devised and executed a 90-day initiative to reduce the number of stores with marginally underperforming sales – mainly through accelerated DSM/RSM visits, center-based marketing, incentives. Encouraged competition and accountability via a region-wide newsletter
- Selected to deliver a strategic planning and tactical execution workshop on improving average dollar sale and units per transaction at the annual territory meeting
- As a top performer, selected as a corporate floorset leader 3 times within 2 years, guiding a group of DSMs from across the country to deliver the visual and merchandising goals for a national floorset template.
- Capitalized on the Regional Training Coordinator's position to deliver "train the trainer" meetings as well as promote consistent communications and a sense of inclusion across a large region
- Developed and promoted several store managers and DSMs to successive positions of responsibility
- Initiated self-auditing process to capture critical information gaps in targeted high-shrink stores, resulting in loss prevention improvements

District Sales Manager, Central/Northern Florida***1998 to 2005***

Led a team of 34 managers and oversaw operations for up to 14 retail stores with average annual volume of \$4 million.

- Consistently a top performer in the region year over year, with exceptional results in 2005:+20% in sales, +7% in average dollar sale and +11% in units per transaction
- Regularly recognized as the weekly Top Sales District within a territory of about 50 districts
- Trained and developed 6 Store Managers to higher positions – 2 to DSMs and 4 to Trainers
- Developed strategic plans based on Point-Of-Sale (POS) and statistical data
- Communicated objectives and current results through presentations at management meetings
- Increased operational proficiency despite reduced floor coverage through store training visits

PHILLIPS-VAN HEUSEN CORPORATION***District Supervisor, Southeast******1991 to 1998***

Oversaw 5 retail divisions – Van Heusen, Gant, Geoffrey Beene, Izod, Cape Isle Knitters – and 24 managers at up to 12 locations in Florida, Georgia, and Alabama with an average combined annual volume of \$10 million.

- Developed and trained 2 Store Managers to Trainer to ensure consistent district performance
- Conducted sales and loss prevention training seminars both inside and outside of the district
- Interviewed, hired and mentored management staff as well as executed team-building initiatives
- Forecasted and reported weekly/monthly/annual sales and performance goals to senior executives

EDUCATION AND SKILLS**UNIVERSITY OF RHODE ISLAND, Kingston, RI – Bachelor of Arts****TECHNOLOGY – Proficient in Microsoft Office, Internet and POS systems****TRAINING – Management Training & Leadership Development, a Ken Blanchard program**
