

CHRISTINE A. MATTHIES

Summary

Seasoned executive with broad knowledge of specialty retail operations and 20+ years of experience in building and developing teams with an emphasis on increasing revenue and net income through performance coaching, program development, operational expertise and delivering exceptional customer service.

Successful history of developing results-oriented teams and establishing cross-functional collaborative relationships to achieve corporate goals. Specifically accomplished at business analysis, P&L management, coaching and mentoring, project management, program design, strategic planning and leadership development.

Career Progression

Storehouse Furniture, Atlanta, Georgia

Vice President of Stores

2001-present

Responsible for 72 specialty home furnishing stores generating \$151 million in revenue. Provided leadership and guidance to a team of seven District Managers, the Clearance Operations Manager and the Director of Training. A member of the executive team developing corporate strategy, determining goals and initiatives required to achieve stated revenue and net income results.

- Re-engineered store operations in all areas: selling process, performance standards, policies and procedures, selection and training, client development and accountability programs, increasing revenue from \$89m to \$151m achieving four consecutive years of positive same store sales growth.
- Key member of the project team successfully completing the merger of the Home Elements and Storehouse companies, blending two corporate cultures and creating one set of operating procedures.
- Initiated a selection process focused on identifying talent through a customized interviewing process, including in-store auditions.
- Partnered with the Interior Design Society to offer design certification courses for all associates.
- Initiated a mystery shopping program to measure the customer experience resulting in a positive increase of nearly 40%.
- Developed training focused on selling the Storehouse private label card, increasing penetration from 16% of sales to 34%.
- Established a culture focused on empowerment and individual development stabilizing Store Manager turnover to 18%.
- Successfully opened 21 stores in 22 months. Coordinated efforts with merchants, visual merchandising, store construction and marketing to open on time and on budget.
- Member of the marketing team that gave direction to corporate initiatives leading to strengthened brand recognition and Storehouse being featured on *Oprah*, *Extreme Home Makeover* and *Queer Eye*.

This End Up Furniture Company, Richmond, Virginia

Assistant Vice President, Training and Development

1993-2000

Responsible for managing the training function of a 150 store specialty home furnishings company. Worked cross-functionally to create programs and conduct training for retail stores, distribution centers, manufacturing plants and the home office support team. Reported to the Vice President of Human Resources.

- Recipient of company's two highest awards: "Special Recognition" for re-engineering company training and the "President's Award" for exemplifying company culture.
- Acted as internal consultant to executive team regarding people development and program design, resulting in achievement of strategic business goals.
- Created and implemented training programs for all company positions, contributing to nearly \$40 million in revenue growth.
- Partnered with the VP of Human Resources to revise the performance evaluation process, training and coaching all managers and supervisors on the new process.
- Developed an annual budget based on corporate initiatives, meeting budget goals each year.
- Created and managed a Training Store Manager Program that helped reduce turnover from 43% to 24%.
- Wrote and produced videos, standardizing training programs for stores and home delivery teams.

District Manager

1990-1993

Responsible for sales, net income, customer service, staff recruitment, associate training and development, district operations, visual merchandising, inventory integrity and business analysis for the highest volume district in the Southeast. Reported to the Southern Regional Sales Manager.

- Known for consistently recruiting, training, and developing store managers selected for company-wide promotion.
- Partnered with the company training department to pilot sales and management training programs.
- Established recognition programs that rewarded sales achievement, resulting in improved individual performance, district competition and associate morale.
- Coordinated and conducted frequent sales training sessions to improve personal selling skills and increase productivity, resulting in 10% district revenue growth.
- Managed district budget, consistently exceeding sales and net income goals.

Store Manager

1984-1990

Responsible for managing one of the top ten stores in the Southeast Region.

- Managed the highest volume store in the district, breaking more than 5 sales records.
- Appointed to serve on numerous company task forces charged with changing existing company policies and procedures.
- Recognized by company and regional mall for providing exceptional customer service.
- Selected to travel outside the district to troubleshoot, train, and coach new managers, resulting in improved initial training and quicker sales results.
- Authored the company training module on "Selling Against the Competition," used to improve competitive sales.

Education

Bachelor of Arts
Graduate
Certified
Certified
Graduate

Liberal Arts, University of the State of New York
Dale Carnegie Sales Course
Myers-Briggs Type Indicator (MBTI) Instructor
Professional Human Resources (PHR)
Freidman Multi-Unit Management Course/Store Manager Camp