

JOHN LONERGAN

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RETAIL MANAGEMENT

MULTI-STORE | BUYING | MERCHANDISING

Innovative and results-oriented retail executive with proven success in multi-store management, buying and merchandising. Able to clarify issues and facilitate decision making in complex situations. Proven ability to develop and implement strategic programs in a cost conscious environment and inspire people to develop ambitious results. Expertise includes:

- Financial Budgeting
- Store Operations & Merchandising
- Margin Enhancement & Cost Reductions
- Vendor & Outsourcing
- Site Selection & Contract Negotiation
- Customer Service Enhancements
- Talent Development & Utilization
- Purchasing

PROFESSIONAL EXPERIENCE

DESIGNER HOME WAREHOUSE, BURLINGTON, NC

2009 – 2014

Owner

Founded and managed a home décor store. Sourced all products sold and managed all business functions as well as a staff of 10.

- Operated 2 home decor stores and 1 discount furniture store.
- Designed store interior and fixture layout.
- Purchased merchandise and sourced vendors.

CROSCILL HOME OUTLET STORES, Burlington, NC

1995 – 2009

Director of Retail Stores

Created and led the outlet store division for a leading bedding, bath and window manufacturer. Selected locations, negotiated leases, and opened 15 retail stores across the Southeastern United States. Reported directly to the CEO. Managed 150 direct and indirect reports.

- Grew retail sales from \$0 in 1995 to a high of \$10 million in 2007.
- Designed and implemented a customer service training program that standardized service throughout the company.
- Initiated a “Secret Shopper” program for all stores.
- Implemented new software systems for human resources, accounting, and Electronic Data Interface (EDI).
- Developed sales and expense budgets for each location.
- Created store policy and procedure manuals.
- Designed store interiors and fixture layouts.
- Negotiated store leases.
- Implemented customer focus groups for the manufacturing division.

CRYSTAL BRANDS RETAIL, Reading, PA**1994 – 1995****District Manager**

Managed all retail functions for 18 IZOD / Gant outlet stores in 6 states with sales in excess of \$26 million per year. Supervised 140 employees.

- Implemented a store remodeling project in 1995 that led to a sales increase of 10%, which was the highest increase of any district in the country.
- Achieved the best cost containment in the entire country in 1995 (15% below budget).

NO NONSENSE FACTORY OUTLETS, INC., Greensboro, NC**1983 – 1994****District Manager**

1988 – 1994

Managed all retail functions for No Nonsense and Rolane Factory Outlet stores in a 14 store West Coast Region with sales of \$10 million. Supervised 90 people.

- Developed and implemented a new merchandise transfer procedure that saved the company over \$50,000 per year in payroll and administration costs.
- Maintained employee retention above 90%.
- Recognized with the prestigious “Employee of the Year Award” in 1992.

Area Manager

1986 – 1988

Managed 18,000 square foot base store in Williamsburg, Virginia and supervised 6 other stores in Virginia, North Carolina, and Texas. Supervised, staffed and trained 40 direct and indirect reports.

- Increased base store sales 12%.
- Devised and implemented a tent sale strategy that eliminated older merchandise while delivering incremental volume of \$150,000 in 1987.
- Opened 6 new stores.

Store Manager

1983 – 1986

Managed retail store with a staff of 20.

- Increased sales 10% two consecutive years (1984 and 1985) by implementing creative sales events including sidewalk sales that greatly improved foot traffic.
- Reduced shrink from 4% to 1.8% by improving customer service and associate awareness with weekly staff meetings.

EDUCATION / CONTINUING EDUCATION**BS, Marketing, St. John’s University, Jamaica, NY**

Total Quality Management Training Program