Brian Lalli

Austin, TX, USA | 737-346-7797 | bdlalli11@gmail.com | **[LinkedIn](#)** | **[GitHub](#)** | **[Portfolio](#)**

PROFESSIONAL EXPERIENCE

SENIOR PROGRAM MANAGER, ECOMMERCE INVENTORY   09/2022 – Present
Whole Foods Market of Amazon   **Austin, TX**

- Lead weekly meetings with internal teams to develop and execute inventory launch strategies for Thanksgiving, December Holidays, Valentine's Day, Easter, Passover, & Mother's Day.
- Monitored progress against established timelines and milestones to ensure timely completion by creating and updating Smartsheet workback schedules.
- Analyzed post-Holiday performance data and identified wins, key learnings, and areas of improvement for future Holidays.
- Worked cross functionally with over 80 key stakeholders across 10 teams, 3 countries, and 2 companies to execute inventory strategy for 515 stores nationwide.
- Contributed to weekly, monthly, and quarterly business reviews by measuring, reporting, and documenting key performance indicators for senior leadership.
- Partnered with Product teams to create roadmaps defining scope and requirements for 11 new versions of an in-store mobile application used to manage inventory on the online catalog.
- Developed 4 automated Tableau dashboards to improve data sourcing and reporting on key performance indicators for the E-Commerce business.

PROGRAM MANAGER   08/2020 – 06/2022
Super Coffee & AB InBev   **Austin, TX**

- Served as the strategic owner to key programs through the integration of a $500m hyper growth coffee startup into the world's largest beer distribution network.
- Managed project planning and execution, system integrations, communication streamlining, goal setting, clear KPI measurement and reporting between company senior leadership.
- Worked cross functionally with partners in Operations, Sales, Finance, and Retail to execute 19 Go to Market Transitions in 26 states by establishing strategy and objectives, managing timelines and budgets, tracking and reporting progress and KPI's, effectively improving our distribution 51% YoY.
- Analyzed Go to Market Transition results and made data driven decisions to build an optimized Go to Market Retail Strategy for profitability through distribution, rate of sale, and other KPI increases for national retailer launches at Walmart, 7-Eleven, & Speedway that helped generate $13.2m of revenue.
- Lead the planning and execution of building a Centralized Distribution Program enabling product to be picked up by distributors from 7 centralized warehouses instead of shipping to 350+ distributors nationwide which generated $1.2m in logistics and payroll cost savings.
- Created a comprehensive internal and external incentive strategy to increase sales and close distribution voids through gamified processes that created competition amongst our sales team and distributors and generated $1.25m in revenue with a 3800% ROI.
- Developed annual business plans for promotional programs, channel strategy, financial targets, distribution gains, and wholesaler on-boarding, and presented to senior leadership at both companies.
- Drove operational cadences for key programs and initiatives by working cross functionally between 2 companies and streamlining communication amongst 100+ key stakeholders.

WHOLESALE MANAGER, ECOMMERCE   12/2019 – 08/2020

Super Coffee   New York City, NY

- Hired as part of the founding team and grew the wholesale e-commerce customer base 837% by researching and analyzing industry trends, identifying target demographics, conducting 50 cold calls per day, and negotiating pricing and minimum order quantities with new customers.
- Increased sales by 510% in eight months by creating a promotional strategy based on a 360-marketing plan capitalizing on seasonality, data insights, & trends.
- Developed a new business development strategy to promote our wholesale e-commerce platform at 507 SMB companies by sending onboarding gifts including samples and marketing materials, branded seeding kits, exclusive first access to innovation products, which increased brand awareness and rate of sale by 118%
- Consulted wholesale customers on retail and promotional pricing strategy to maximize customer trial, repurchase rates, and profitability.
- Negotiated a multi-year agreement with Barry's Bootcamp making Super Coffee the exclusive coffee of Barry's Bootcamp Fuel Bars at 50+ locations nationwide.
- Increased Walmart.com sales 191% in four months through strategic roll backs leveraging digital marketing KPI's such as click through rates, cost per click and conversation rates.
- Managed Accounts for Barry's Bootcamp, Equinox, Rhone, Walmart.com, Solidcore, Mable, Soul Cycle, and Alibaba by creating strong working relationships with frequent touchpoints for customer success.

TECHNICAL SKILLS

HTML 5 | CSS3 | JavaScript | jQuery | Bootstrap | Express.js | React.js | Node.js | SQL | NoSQL | Tableau | Confluence | Jira | Smartsheet |AWS | Excel | Shopify

EDUCATION

THE UNIVERSITY OF TEXAS, CENTER FOR PROFESSIONAL EDUCATION, Austin, TX

Certificate – Full Stack Web Development

COLGATE UNIVERSITY, Hamilton, NY

B.A. – Economics; Minor – Computer Science

Student Athlete – Football

PERSONAL INTERESTS

Reading **|** Strength Training **|** Golf **|** Football Officiating**|** Volunteering **|**Mixology