KURT DIETRICH

MBA, Marketing and Operations, BS, Engineering

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**BUSINESS ANALYTICS MANAGER**

Experienced analytics manager who applies business intelligence to helps create strategic goal, initiatives, and projects. Translates complex business needs into effective solutions. Scopes, plans, and completes projects involving multiple cross-functional resources. Monitors KPIs, audits for compliance to best practices and applies statistics to uncover performance opportunities and provide ongoing as week as ad hoc solutions that grow sales, reduce expenses, and increase efficiencies. Works with talent acquisition to recruit, lead, and motivate high-performance teams. Effectively trains, coaches, reviews, and mentors direct reports. Gathers pain points, removes roadblocks, and manages workflows and resource utilization. Fosters and leverages relationships. Manages teams involved with reporting tools and dashboards that enable analysis, modeling, and data visualization. Core competencies include:

Trusted advisor – problem solver – quickly synthesizes data – stays informed on business trends

highly organized – good oral and written communication skills – strong attention to detail and accuracy

adept at process improvement – leadership skills – stays curious – thinks strategically – strong presenter

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* Owned *Family Dollar* Direct Store Delivery (DSD) food/beverage client relationships for service analytics and KPIs. The 40+ suppliers included Coca-Cola, Frito Lay, and PepsiCo, at DSD Partners.
* Hit budgeted year-end net income targets for all 3 years with P&L responsibility, at DSD Partners.
* Devised national Requests for Proposal, saving Family Dollar $4.5M annually, at DSD Partners.
* Conducted analytical reviews and created 300-400 dairy schematics annually based on product dimensions, demographics, distributor portfolio, local demand, and cooler capacity as full-service broker for all dairies supplying 700 Family Dollar stores across 46 states, at DSD Partners.
* Uncovered price optimization insights for advisor to technology companies, at KDATA Consulting.
* Visualized and presented category insights using Tableau, growing sales $1M, at Coats & Clark.
* Improved reporting methodology, identifying distribution voids, and presenting opportunity gaps to senior management, boosting Family Dollar annual sales by $20.7M, at DSD Partners.

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DSD PARTNERS, Transportation, service and analytics solutions firm, Richmond, VA 2017 -2020

**General Manager, Mid-Atlantic Region**

**Promoted from Category Director** in 2017 after six months in role. Successfully transitioned on-site team when client relocated to different state, training replacement and voluntarily eliminating own position.

* Built a diverse and effective team responsible for client analytics, reporting, and shipping/delivery performance scorecards. Crafted Supplier/Category Performance Reviews for clients delivering $1.2B in annual Family Dollar DSD sales, attaining client’s goals by improving delivery responsiveness 28%.
* Influenced senior-level team members to implement DSD strategy aligned with client KPIs and retailer’s on-site category and merchandising visions, improving distribution and space allocation.
* Chaired monthly KPI meetings for multiple audiences, including CPG and retail management teams. Presented trends, tracking metrics, and then benchmarking vs. competition and category targets.
* Led delivery service ticket program for 8.2K stores issuing 100K tickets annually, representing a 20% increase. Presented business cases to operations leadership showing consistent ticket usage increases sales 2% to 5% over like stores (demographics, volume) that did not place tickets.

KDATA CONSULTING LLC, Charlotte, NC 2015 -2017

**President**

Built client base and delivered strategic data solutions for profitable sales growth.

* Crafted Tableau visualizations and price analyses for technology companies, then created statistical reports that enabled the seller to advise clients on how much to charge in B2B environments.
* Conducted post-promotional analysis on Walmart frozen food showing 15% incremental display sales, then optimized go-forward promotional planning that increased revenue $60K in 1 year.

COATS & CLARK, an international textile **CPG** and B2B **manufacturer**, Charlotte, NC 2004 –2015

**Walmart Strategic Category Advisor and Category Manager**

Analyzed and incorporated retailer, shopper, distributor, syndicated, and consumer research to generate schematics, reports, and insights that helped buyers attain category goals. Reported to Coats VP of Sales.

* Managed *Walmart* account for VP of Sales. Won $5M incremental sales by aligning promotions, displays, and shelf placements based on industry and specific market conditions. Designed and implemented primary research studies on brand/space/price within channels and geographies.
* Analyzed financials and presented strategic plans to executives in concert with Walmart’s leadership during Joint Business Planning (JBP), addressing opportunities like category merchandising strategy.
* Built analysis dashboards helping Coats win *Walmart 2012* *Vendor of the Year* among 300 suppliers.
* Gained $1M additional Walmart sales annually by optimizing new product offerings in existing space.
* Used retailer data insights to advise *Michaels* buyer to add ideal product offerings, earning buyer the *Best Category, Annual Retail Sales Growth* award (+12%) surpassing 7 competing categories.
* Pioneered Sales & Operations Planning (S&OP). Reducing year-over-year inventory by $500K. Used With predictive modeling, optimizing full analytics process from data to recommendations and action.
* Grew Walmart share from 40% to 55% over 5 years by creating insights and communicating strategy.

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HARRIS TEETER, Matthews, NC 3 Years

**CATEGORY MARKETING MANAGER**

Directed 7 teammates in matrix organization to grow 12 retail grocery categories worth $180M annually.

BRUNO'S, Birmingham, AL 3 Years

**CATEGORY MANAGER**

Guided team of 1 direct and 5 indirect reports to manage $83M retail grocery product portfolio.

**Experience with:**

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| * Syndicated Data (IRI, Nielsen) | | * Python | * JDA Space Planning | | |
| * Excel (Vlookups, Pivot Tables) | | * Business Objects | * Nielsen Spaceman | | |
| * MicroStrategy | | * Tableau | * Access (Tables, Joins, Reports) | | |

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The University of Illinois, **Master of Business Administration in Marketing and Operations**

The University of Illinois, **Bachelor of Science in Ceramic Engineering**

Category Management Association, **Certified Professional Strategic Advisor**, 2013-2016

Category Management Association, **Certified Professional Category Manager**, 2013-2016

The University of Phoenix Online, Graduate School of Business, **Adjunct Marketing Instructor**, 2008-2013