

Dana Kery
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Work History

7/99 – Present

CEO Kery Family Enterprises, Fairfield, CT

Provide leadership, coaching, and operational direction to achieve desired results. Act as motivator, mentor, and guide, to identify and develop individual talents. Responsible for short and long term growth and profitability.

11/95 – 7/99

GARDEN BOTANIKA, Redmond, WA

District Manager – New England

Plan and direct the business strategy for 22 store district. Empower managers to achieve goals and corporate benchmarks through development of their store teams. Ensure customer service standards are maintained, building customer loyalty through key product categories. Sales volume increased an average 12% quarter to quarter; total 176% to goal 1995 through 1999. Research and address issues affecting service, productivity and profitability. Maintained less than 6% management turn; promoting from within the district when appropriate.

2/94 – 11/95

Manager

Recruited and trained staff for opening of multiple new locations. Training included introduction of product line, in addition to basic and advanced selling techniques. Involved in planning and implementation of store strategy to achieve goals. 1995 sales 198% to plan; location held sales record for grand opening day through November 1994. Consistently led the company in success of sales promotions, average dollar transaction, and mailing list capture rate. Upon completion of training, a portion of inventory and operating responsibilities were delegated to the assistant manager.

Corporate Trainer

Assisted in planning for multiple new store openings. Interviewed and hired for positions ranging from entry-level associates to management. Conducted sixteen-hour product training sessions for new staff. Trained new store managers in store/corporate policies and procedures for one week, either prior to opening or during the first week of operations.

9/90 – 2/94

UNITED RETAIL GROUP, Rochelle Park, NJ

Manager

Oversaw all staffing, merchandising, inventory, and operational aspects of the business unit. Interviewed, hired, trained, motivated, and inspired sales associates. Responsible for performance reviews and development of store employees. Single point of contact for a twelve store district to identify and resolve point of sale issues. Trained corporate staff, from administrative to executive levels, on a weekly basis. Training included smoothing interaction between corporate office and stores, in addition to sales and management training.

Co-Manager

Assisted in all management functions. Trained and motivated sales associates to offer superior customer service and consistently exceeded sales goals. Recruited associate and management candidates. Consistently met and exceeded all expectations.

Co-op Intern

Worked three and six month rotations in Corporate Office of 400 store nationwide retailer. Experience gave me understanding of Store Services, Marketing, Merchandising, Buying, and Store Operations. Coordinated the implementation of pilot programs to improve company-wide service skills and sales techniques.

Education

Northeastern University, Boston, MA

Bachelor of Science Degree in Business Administration, September 1992

Concentration: New Venture Creation and Marketing

Activities

Representative Town Meeting (RTM), Fairfield, CT, Elected Representative 11/2011 – 11/2013

Mill River Wetlands Committee, RL5th and 6th grade Co-Director 2/2012 – 6/2014

OHS PTA -Volunteer Chairperson - After School Activities, Spirit Wear, Room Reservations

Volunteer - Junior Achievement, I love to read, Yearbook, CANE, Library Shelving

6/2011 - Presidential Volunteer Service Award for 1,000+ hours volunteer service

Northeastern University, Alumni Admissions Representative

Attend high school “college days”; meet with guidance counselors and prospective students.

Interests

Windsurfing, Skiing, Cycling, Golfing – and the sidelines of my children’s activities – Rugby, Basketball, Hockey