

CRAIG BOYD

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PROFESSIONAL PROFILE

Executive Management Professional with sixteen years of experience in Retail Sales & Operations Management, Recruitment, Training and Human Resource Management, and P&L oversight with Fortune 200 Corporations.

Core Value / Competencies

- * Personal & Team Accountability
- * Strategic Sales / Operations Planning
- * Sales / Operations Management
- * Budget & P&L Management
- * Performance Management
- * Customer Service Management
- * Call Center Management
- * Product Support Management
- * Exceptional Organization and Verbal and Written Communication. Skills
- * Strong People Skills Across all Levels
- * Team Building & Mentoring
- * HR Management & On-boarding
- * Experience with Six Sigma & IS 9000

- Acknowledged by corporate management, peers and subordinates as a highly effective team leader; revenue driving retail and field Sales and Marketing executive; and talented operations manager proficient at cutting costs while increasing accountability and productivity.
- Six years of hands-on managerial experience leading multi location sales and operations teams with up to 20 locations and 100 staff members and a dotted line relationship with over 150 associates; plus sixteen years of P&L responsibility for management budgets of up to \$1.5 million per month.
- Skilled at identifying business processes to benchmark and measure the effectiveness of field Sales/Marketing teams and communicating results across the organization.
- Award winning track record for developing, driving, and expanding western regional market presence for sales of cutting edge wireless technology products and services by recruiting/training top sales and customer service teams, and developing new markets.
- Mentored award winning customer service teams for 3 organizations.

EDUCATION

MBA, Utah State University - May, 2003 – GPA: 3.96

- ❖ Market research of electronic purchases and Internet purchasing studies with over 200 participants
- ❖ Developed growth campaign for major local newspaper
- ❖ Graduated in Top 2% of the class out of the 50+ students completing the MBA program, and was the top student in all marketing communications, managerial economics, econometrics and corporate finance courses in the USU School of Business MBA program.

Bachelor of Science Business Administration/Marketing, Utah State University - May, 1993 – GPA: 3.54

- ❖ Member of Beta Gamma Sigma – College of Business Honors Fraternity
- ❖ Member of Blue Key Honors Fraternity

EXPERIENCE

QWEST, Salt Lake City UT

2005 to Present

Area Sales Manager

Managed all sales/marketing, customer service, and technical support operations and personnel for a major player in the wireless communications industry and a primary telecommunications provider in 14 western states. The core management responsibilities encompass overseeing all aspects of kiosk sales and operations in Utah, and over time increased to developing new direct to consumer markets with small businesses and multi-unit development projects throughout the state, and for designing, implementing and managing area event sales promotions.

Highlights

- ◆ In 2009 improved Year over Year sales in fourth quarter despite cutting staff by 25%.
- ◆ In 2009 assigned area led retail markets in both of Qwest's key customer service indicators.

DON GUYMON

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- ◆ In 2008 drove the Utah Area to lead Qwest Retail in total revenue.
- ◆ In 2007 led region (Utah, New Mexico, Arizona) to achieve the top sales growth figures in Qwest Retail
- ◆ In 2007 drove team to be awarded achieve Top Associate Customer Service Scores Southwest Region
- ◆ In 2006 was chosen as 'Circle of Excellence' winner as top Area Sales Manager percent to budget.
- ◆ In 2005 was chosen as 'Area Manager of the Year' for Qwest Retail.
- ◆ In 2005 drove a 53% sales increase in YOY sales as a first year manager.
- ◆ Led the state of Utah to top customer service metrics for Qwest Retail in 2005, 2006 and 2009
- ◆ Selected to help lead two profitability improvement programs at Qwest Retail

SEARS, Salt Lake City UT

2003 to 2004

District Operations Manager

Directed overall business operations for 19 Sears Parts and Repair Service Centers in eight Southwestern states, which encompassed managing 144 Sears field service technicians and a major in-house regional customer service call center.

Highlights

- ◆ Ranked first out of eight on Region Operations Manager Report Card.
- ◆ Achieved a 16% increase in extended warranty plan sales.
- ◆ District led Sears Parts and Repair Services in controlling costs.
- ◆ District's customer service office led Sears PRS in key customer service metric.
- ◆ Appointed ISO Management Representative to manage enhancement of the quality management system.
- ◆ Oversaw 4% reduction in overall budget expense making the district #1 in cost controls in January 2004, only three months after district exceeded budget due to costly ISO 9000 implementation, by reviewing expense line items which were not normal (cost savings of \$20k for overpayment of Sewer & Water Bill; holding manager's accountable for use of corporate credit cards; adjusting pay grades to reflect production and cutting overtime; and eliminating cell phones that were being billed but were not being used.

STAPLES, Salt Lake City, UT

1996 to 2003

Sales & Operations Manager (1998 – 2003)

Operations Manager (1996 – 1998)

Responsible for managing sales, copy center, customer service, expense control and human resources for a large Staples office supply center in Utah. Created new revenue generating direct mail campaigns and in-store promotions, and oversaw trade show staffing and set up.

Highlights

- ◆ In 2001, with total retail sales of around \$6 million, team was 126% to plan with an increase of 18% in sales and increased profit incrementally in 2002 by an additional 5%.
- ◆ In 1998, 1999, 2000 and 2002 the store was ranked in the top 10% in the company in customer service, and received zero customer complaints in 1998, 1999, 2000 and 2002.
- ◆ Championed and pioneered a successful small business campaign that became a valuable new profit center.
- ◆ Responsible for turnaround of steadily declining annual sales figures and achieved an annual growth of 10%, while significantly decreased employee turnover from highest in district to district average.