

# DAVID MCCORMICK

OPERATIONS | MARKETING | BRAND BUILDING



## CONTACT

### Phone

720.412.4706

### E-mail

david@dkmccormick.com

### Website

www.dkmccormick.com

### Address

34010 Skyline Dr, Golden, CO, 80403

## SKILLS

// PROFESSIONAL

LEADERSHIP

CREATIVE

CRITICAL THINKING

SYSTEMS INTELLIGENCE

DESIGN

ACTIVE LISTENING

RESOLVE

CURIOSITY

## ABOUT ME

Dynamic and motivated professional with a proven record of creating value. An accomplished operations expert with 10+ years of experience in Natural Foods. Delivering exceptional operational results, as both a Director of a +\$280M department at a Fortune 500 company to a Vice President of Operations at a high growth category-changing startup. Success in leading large and small teams, while defining new business strategies, launching programs, and driving the business forward through innovation. A lifelong designer, I thrive in entrepreneurial environments where creativity, problem-solving, and critical thinking transcend the status quo. My leadership is characterized by vision, systems intelligence, excellence, and compassion. All fueled by a drive to move myself and others to be their very best.

## WORK EXPERIENCE

15-Dec | 2015

Present

### Vice President of Operations | Jackson's Honest

- Increased Gross Sales 74%. \$6.7M FY15 to \$11.7M TTM
- Improved Gross Profit 62%. 11% GP FY15 to 19% GP TTM
- Doubled Amazon sales \$100K FY16 to \$232K FY17 - +131%
- Successfully harmonized packaging and product positioning
- Launched 11 New Items; Including world's first Grain Free Puffs
- Institutionalized Operations across all departments

29-Apr | 2014

15-Dec | 2015

### Grocery Coordinator | Whole Foods Market

- Oversaw the 'Grocery' program in 33 stores in the RM region
- Increased sales by 7% in first year
- Opened 4 new stores in 10 months
- Developed programs to grow market share: Procurement - Pricing
- Program recognized for innovation and inventiveness

09-Jan | 2011

29-Apr | 2014

### Associate Marketing Coordinator | Whole Foods Market

- Supported 30 stores in region, working directly with 16
- Point for Global and Regional programs
- Partnered with departments to bring +100 programs to market
- Oversaw region's digital program and strategy
- Developed tactics to grow email subscription by 56%
- Global 'Earth Week' Task Force Leader - 2014

## STUDIED

May | 2007

### Art History | University of Colorado Denver

Studied art history and drawing

May | 2004

### Foundations/Photography | Parsons School of Design - NYC

Foundation year of design and photography at New School University

## SKILLS

### // TECHNICAL

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

MICROSOFT EXCEL

ORACLE NETSUITE ERP

QUICK BOOKS ONLINE

CELIGO INTEGRATOR.IO

AMAZON SELLER CENTRAL

SHOPIFY WEB PLATFORM

## INTERESTS

PHOTOGRAPHY

DESIGN

MUSIC

COFFEE

OUTDOORS

LEGOS

PAINTING

## SOCIAL



@david\_mccormick\_iii



david.mccormick



@dave303m

## WORK EXPERIENCE (Continued)

14-Aug | 2009

09-Jan | 2011

### Marketing Specialist & Graphic Designer | Whole Foods Market

- Mastered two full-time positions within 40-hours a week
- Inspired implementation of national/regional/store programs
- Implemented strategies & tactics that helped restore sales
- Coordinated bi-weekly merchandising meetings
- Worked successfully with leadership to align store vision
- Strengthened role in the community through community partnerships

29-Sep | 2008

14-Aug | 2009

### Produce Team Leader | Whole Foods Market

- Improved food safety scores 24% by coaching the team, outlining clear expectations, and following through
- Developed a unified team that was goal orientated and passionate about Whole Foods Market culture and missions
- Won multiple sales contests through concerted team efforts

5-Aug | 2005

29-Sep | 2008

### Other Experience

- Shift Leader - Whole Foods Market
- Store Manager - Green Fine Salad Co.
- House Manager - Walker Fine Art
- Assistant Manager - Jumpin' Juice & Java
- Lead Server - Westin Starwood Hotels & Resorts

## ACHIEVEMENTS

Present

### Father & Husband

Lucky father of two wonderful children and husband to my wife

2012

### Special Performer | Whole Foods Market

Performance recognized as exemplary

2011

### Retail Support All-Star | Whole Foods Market

Marketing Team acknowledged for all-star execution

2010

### Store MVP | Whole Foods Market

Voted Most Valuable Player by peers

2008

### 2nd Highest Ranked Team Leader | Whole Foods Market

Ranked 2nd highest in my 'Leadership Review' by direct team

2003

### Accepted to Parsons School of Design | NYC

1 of 25 freshman accepted into photography program

## REFERENCES



### Thomas Rich

Executive Vice President  
Whole Foods Market

720.984.7300

thomas.rich@wholefoods.com



### Ben Friedland

Vice President Marketing  
Lucky's Market

720.273.3279

benf@luckysmarket.com



### David Lafferty

Sr. Category Leader  
Whole Foods Market

512.431.9047

david.lafferty@wholefoods.com