

# THOMAS P. HIRED

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## DISTRICT MANAGER

Sales & Marketing / Operations Management / Customer Service

*Led multiple retail locations to achieve multimillion-dollar sales goals.*



**District Manager and Franchise Development Leader** skilled in managing district-wide corporate initiatives and sales and marketing strategies to drive business growth.

**Lead by Example.** Establish high expectations and accountability utilizing hands-on management style and a contagious passion for excellence.

**Skilled Trainer and Coach.** Train teams in effective sales, operations strategies, and top-notch customer service. Recognized for successful business transformation planning and execution. Fluent in Spanish and English.

### Core Competencies

- ▶ Multi-Unit Retail Leadership
- ▶ P&L Management
- ▶ Employee Supervision
- ▶ Loss Prevention/Asset Protection
- ▶ Operations Management
- ▶ Sales & Marketing Strategies
- ▶ Recruiting & Training
- ▶ New Store Openings
- ▶ Revenue Growth
- ▶ Customer Service
- ▶ Performance Reviews
- ▶ Inventory Management

## PROFESSIONAL EXPERIENCE

CIRCLE K/DAIRY MART—Los Angeles, CA

2010 – Present

*Second largest convenience retailer, with 7,300+ franchisees and licensee stores in the U.S.*

### District Manager

Ensure the profitability of 10 retail franchises across the Los Angeles metro area with a combined annual revenue of \$100M+. Lead and coach over 50 store managers. Partner with store operators to execute corporate initiatives and merchandising strategies. Collaborate with franchisees to develop annual budgets and business plans.

- ▶ Nationally recognized for achieving the #1 location in sales.
- ▶ Exceeded 2019 revenue goals by \$450K.
- ▶ Achieved sales increase of \$1M in one underperforming store by leading turnaround initiative to improve customer service, empower associates, and reward employees for success.
- ▶ Launched a new location that delivered \$2M in revenue within first 12 months. Identified new market opportunity and conducted extensive analysis to determine viability and projected revenues.
- ▶ Drove sales increase of \$45K in three months at an underperforming location with a complacent franchisee. Updated business model, revamped store, analyzed P&L, improved merchandising, and coached personnel.
- ▶ Reduced theft by 30% in a store with excessive shrinkage by creating an asset protection process.

VANDALAY TRUCK LEASING—Los Angeles, CA

2001 – 2009

*Leading provider of logistics solutions with more than 1,000 locations and 200,000 vehicles worldwide.*

### **Branch Manager**

Managed \$10M operations and P&L across three locations in Los Angeles. Led team of 20 associates in effective sales and marketing strategies to increase revenue. Managed recruiting, hiring, training, and payroll. Directed maintenance for 150 vehicles in the commercial fleet.

- ▶ Drove revenue increases for three consecutive years by creating new sales and marketing strategies.
- ▶ Set a monthly sales record of \$236K in the district.
- ▶ Delivered \$395K in annual new revenue by cultivating beneficial partnerships within Hispanic market.
- ▶ Recognized as *Manager of the Year* for two years in a row.

## **Early Career**

DUNN EDWARDS—Los Angeles, CA

### **Sales Consultant**

Managed account sales and product ordering for the largest paint manufacturer in the U.S. Performed extensive prospecting, cold calling, and networking to develop new business.

- ▶ Partnered with Sales Manager to win a new \$10K account.
- ▶ Three-time winner, *Employee of the Month* for superior customer service.

## **EDUCATION & TRAINING**

### **Master of Business Administration (MBA)**

UNIVERSITY OF CALIFORNIA-Berkley; 2009

### **Bachelor of Science, General Studies**

UNIVERSITY OF SOUTHERN CALIFORNIA; Los Angeles, CA; 2003

## **TESTIMONIALS**

*“Tom has shown a dedication to excellence I have rarely seen. I would rate him in the top 15% of students. He is, without doubt, one of the most dedicated students I have seen in my tenure at this university.”*

*“Tom’s interpersonal skills are exceptional! He’s a good leader, articulate, highly motivated toward goals, communicates his ideas very well, demonstrates acceptance of others and their differences, and is very committed to a philosophy of ‘being the best he can.’”*

– Oliver V. Graham, PhD, Associate Dean  
UC Berkley, School of Business & Management