CAMILLE MCKELTON

Strategic Partnerships | Enterprise Operations | Business Development | Customer Experience | P&L Leadership

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EXECUTIVE SUMMARY

Operations leader with 17+ years of retail leadership experience spanning multi-site performance, manager development, financial controls, service delivery, and organizational change. Implemented processes adopted by more than 1,250 employees through partnership with their leadership teams. Brings experience advising owners and executives, evaluating operational effectiveness, coordinating complex initiatives, and using performance data to guide decisions. Recognized by Bob's Discount Furniture with the Most Influential Leader and Best Regional Operations Improvement awards.

CORE COMPETENCIES

- Strategic Planning & Execution
- Multi-Site Operations
- Manager Coaching & Development
- Staffing & Resource Allocation
- Fiscal & Cost Management
- Policy & Procedure Implementation
- Operational Performance Evaluation
- Change Management
- Service Quality
- Cross-Functional Partnerships & Stakeholder Leadership
- Executive Reporting, Communications & Presentations
- Revenue Growth Strategy
- Technology Implementation & Rollout
- Performance Analytics & Decision Support
- Customer Experience Improvement
- P&L & Financial Performance
- Process Improvement & Operational Standards
- Vendor Partnerships & Contract Negotiation
- AI-Enabled Workflow Improvement

LEADERSHIP ACHIEVEMENTS

- Managed approximately $1.2 million in annual purchasing across 200 locations over four years, negotiating pricing, issuing purchase orders, and managing renewals.
- Implemented operating processes adopted by more than 1,250 employees, supporting leadership teams and consistency across the organization.
- Created the One Ashley Guest Service Policy to simplify service standards and strengthen complaint resolution, contributing to a reported 30% improvement in customer trust.
- Developed The Perfect Store program and influenced licensee owners to adopt Ashley 7.0 operating standards, contributing to a reported 75% increase in profitability from 2023–2026.
- Supported licensee contract negotiations with Orange House Collective and STORIS, aligning marketing and technology services with business needs.
- Received Bob's Discount Furniture's Most Influential Leader Award, recognizing leadership impact.
- Earned Bob's Discount Furniture's Best Regional Operations Improvement Award, recognizing contributions to operational improvement.

REFERENCES

Dominico Bell | Sr. Dir.
dbell@ashleyfurniture.com | (865) 719-6660
Victor Acevedo | Regional Mgr
victor.acevedo@mybobs.com | (310) 437-3328
Lori Givens | LAUSD Senior Administrator
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CAREER

Ashley Furniture Industries

DM - Licensee Operations | November 2023 - October 2026

Partnered with 14 independently owned licensees and their management teams to align operating priorities, strengthen performance, and implement corporate initiatives. Exercised influence through ownership relationships, coaching, assessments, and accountability reviews.

- Implemented operating processes adopted by more than 1,250 employees, supporting the owners and managers responsible for their execution across independently owned operations.
- Evaluated store and distribution operations through SRS/RDC assessments; identified performance gaps, recommended corrective actions, and followed up with management teams on execution.
- Created The Perfect Store diagnostic program and influenced adoption of Ashley 7.0 standards, contributing to a 75% profitability improvement from 2023 to 2026.
- Developed leadership coaching and customer service resources; coached owners, general managers, and operations leaders on clear expectations, staff development, and performance accountability.
- Created the One Ashley Guest Service Policy to simplify service expectations and complaint resolution, contributing to a 30% improvement in customer trust.
- Implemented Power BI dashboards tracking Google review scores, Store Readiness Survey scores, and licensee rankings; translated results into business reviews and recommendations for senior leaders.
- Managed a STORIS rollout across 14 licensees and 50 stores, defining requirements, supporting owner-led testing, and coordinating launch activities; all 50 stores were activated by September 2026.
- Created the Ashley 7.0 assessment survey in Bindy to support consistent evaluations and the transition to updated operating standards.
- Coordinated with finance, marketing, merchandising, distribution, training, and vendors to resolve operational challenges and execute initiatives; supported licensee negotiations with STORIS and Orange House Collective.

Bob's Discount Furniture

Operations Manager | June 2019 - July 2023

Led end-to-end operations for a high-volume furniture retail location, with accountability for sales, profitability, customer experience, talent development, merchandising, and operational execution. Built high-performing teams through coaching, performance management, and succession planning while leveraging KPIs and business trends to drive revenue and operational improvement.

Responsibilities

- Led high-volume retail operations spanning sales performance, staffing, inventory, merchandising, customerservice, safety, and profitability.
- Used sales and operating KPIs to identify gaps, guide coaching, and develop action plans; helped build a sales team that achieved number-one rankings across multiple years.
- Managed labor, expenses, productivity, cash controls, and inventory accuracy, balancing financial performance with service quality and policy compliance.
- Managed approximately $1.2 million in annual purchasing across 200 locations through W.B. Mason for four years; negotiated pricing, issued purchase orders, and managed renewals.
- Recruited, trained, coached, and evaluated employees; developed performance plans and supported succession planning and leadership development.

ADDITIONAL LEADERSHIP EXPERIENCE

- Living Spaces | Area Sales Manager - team coaching, sales leadership, and daily operational execution.
- PNC Bank | Teller Supervisor - EIQ Advisor, reduced absenteeism and turnover, increase productivity and profitability

PROGRAM DEVELOPMENT

- Creator & Article Writer for the Ashley Licensee Newletter
- Created leadership coaching and customer service training resources that translate operating expectations into practical team behaviors.
- Developed a Google Reviews initiative to connect customer feedback, service improvement, and local brand credibility.

EDUCATION

BA Business Management
University of Phoenix

BA Apparel Design /Merchandising
Central Michigan University

PROFESSIONAL DEVELOPMENT

- Introduction to Negotiation: A Strategic Playbook for Becoming a Principled and Persuasive Negotiator | Yale University
- The 5 Levels of Leadership Training from Dr. John C. Maxwell
- Franklin/Covey 7 Habits of Highly Effective People Training

TECHNOLOGY & ANALYTICS

STORIS: rollout coordination, business requirements, testing support, launch management. Power BI: dashboard implementation and performance reporting. Bindy: digital assessment survey development. Placer.ai: location and consumer analytics. Microsoft Copilot: agents for recurring tasks and workflow improvement. OpenAI tools: productivity and content development. Microsoft Word and PowerPoint: documentation and executive