

NICK LIEN

PROVEN RETAIL & TECHNOLOGY PROFESSIONAL

EXPERIENCE

Ecommerce Operations

The Kroger Co. | September 2018 - Current

Lead 83 retail operations teams, division operations initiatives and emerging technology rollouts; drove critical improvements in customer satisfaction (70% perfect ratings, an improvement of +12%) by improving wait-time measures (introduced measurement, decreased waits > 60 seconds), in-stock measures (95%+ in every location, an improvement of more than 5%), and readiness standards (< 0.5% late orders, down 13.5%).

Produce (Category) Merchandising

The Kroger Co. | March 2017 - October 2018

Selected as part of a core group of leaders challenged to both grow personal experience and ensure business continuity in the wake of a large voluntary retirement offering; managed vegetable assortment, commodities and buying. Built our multicultural strategies, convenience, seasonal/holiday assortment and emerging retail promotion and corporate selling for initiatives. Responsible for sales in excess of \$1.4B annually, and drove established commodities +12% YOY in sales growth across the portfolio.

Senior/Group Product Manager

The Kroger Co. | 2012 - 2017

Refined strategies and coordinated 'series' capital investments of more than \$1B; administered portfolios of digital products across loyalty, targeted communications, digital media, ecom offerings and best customer communication/personalization capabilities. Led teams of product managers across all levels of product maturity, delivery channel and delivery methodology.

Manager of Interactive Marketing, Programs & Product

The Kroger Co. | 2009 - 2012

Started Kroger's digital customer program and product management discipline; stewarded large loyalty/marketing programs, campaigns and strategies to bridge traditional and digital; managed corporate capital investments in technology to establish foundational web, social, mobile and ecom experiences.

Regional Retail Technology Manager

The Kroger Co. | 2007 - 2009

Managed retail technology, systems and operations for corporate offices, regional offices, warehouses, production facilities and 200+ stores. Led enterprise solutions across POS, fuel, distributed computing, security and loss prevention, marketing and merchandising systems, telecom and network administration.

Retail Store Manager

The Kroger Co. | 2005 - 2007

Responsible for the management of in-store customer experiences, the operations, merchandising, human resources and overall administration of \$50M+ retail store fronts in the Southwest Division (Houston, Dallas and Louisiana).

EDUCATION

Degree Studies

B.S. in Computer Science, Business / Indiana University | 2005



CONTACT

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ABOUT ME

My professional career has been centered around cultivating high performing teams. I have had success across a wide range of retail, digital and technology operating environments.

Guiding Principles:

Loyalty, honesty & integrity; I prefer to lead through genuine relationships with my teams. I believe that you succeed when you can drive creative problem solving, embrace change and foster continuous learning/improvement. Through transparent leadership & direct empowerment, teams can meet their true potential

CliftonStrengths/StrengthsFinder: Strategic, Responsibility, Learner, Command, Relator, Self-Assurance, Analytical, Belief and Activation.

Color Code:

Blue (42.75%), Red (27.27%), Yellow (22.58%), White (7.4%)

SKILLS

Retail/Sales

Digital & Product

Marketing

Loyalty/Analytics

Leadership

Strategy

Technology

Merchandising

Capital & Expense Administration

Team Building/Resource Development

COMMUNITY

Active Board Member with St. Joseph Orphanage, Cincinnati, OH