

Philip E. Neufeld

PROFESSIONAL PROFILE

Dynamic and versatile leader with extensive experience in sales management and manager development. Excellent communicator with expertise in building and motivating high performing sales teams. Proven ability to recruit, hire, train and develop qualified leaders with superior knowledge, skills, and competencies. Demonstrated talent for leadership in cultural diversity and interpersonal relationships. Fluent in verbal and written Spanish.

Strategic Planning
Business Development
Project Management

Workforce Management
Training and Development
Team Building

Conflict Resolution
Retail Real Estate
Store Operations

PROFESSIONAL EXPERIENCE

RADIOSHACK CORP, Fort Worth, Texas

1982 - 2006

Regional Vice President, Charlotte, NC and Houston, Texas

1993 - 2006

Led teams of eleven district managers and over 1,500 store managers and sales associates in 295 stores producing sales over \$250 million annually with high profitability. Expertise in P&L, inventory, workforce management, new store openings, and business planning.

- Developed and promoted 30 store managers to district manager and four district managers to regional director level throughout the nation (Most notable achievement).
- Identified urgent need for bilingual Spanish speaking associates and managers in the Carolinas/Tennessee markets due to dynamic Hispanic population growth in recent years. Focused recruiting and hiring priorities through regional marketing manager and district managers for store specific needs; grew from 22 bilingual associates on store staff in fall of 2002 to 193 Spanish speaking managers and sales associates in fall of 2005.
- Earned RadioShack 1998 CDT President's Award and top national composite ranking (#3) in Houston region; 2003 CDT President's Award, and national ranking (#5) in Charlotte region for sales and profit growth.
- Achieved national Leader's Club award and earned coveted Chairman's Challenge award trip twice.
- Earned recognition through more than 35 awards and 20 incentive trips during RadioShack career including multiple monthly performance plaques, divisional and national trophies for credit sales, service plan sales; also wireless phone sales and growth. Recognized for sales performance by award of cruise and BMW 5 series vehicle in 1999.
- Developed, led and directed Houston and Charlotte District Manager Candidate development program, selecting qualified store manager candidates for annual development curriculum of classroom instruction and applied experiences tied to skills and competencies. Planned and conducted monthly training seminars for 8-12 participants with field assignments both inter and intra-district. Utilized key district managers and graduates as instructors and mentors.

Managing Director, Caribbean Operations, Puerto Rico 1991 – 1993
Provided oversight for sales and operations of corporate stores in Puerto Rico and U.S. Virgin Islands, also marketing, advertising, distribution, repair facility and loss prevention.

- Doubled sales and profits over three year period as Managing Director of RadioShack Caribbean retail operations in Puerto Rico. Identified the lack of trained sales associates and implemented a hiring and training program for the new hires through the store managers. Recruited qualified college graduates and trained them in product knowledge, selling techniques, and operations management, resulting in highly skilled sales persons and managers.
- Changed marketing and advertising strategy from direct-mail-only advertising to biweekly newspaper inserts in Puerto Rico and US Virgin islands. Change to print media distribution through two color inserts each month brought our product offerings to four times as many customers than direct mailing provided.
- Planned and executed the expansion of new store locations throughout the island of Puerto Rico and grew from 15 stores to 22 in just two years. Growth continues thirteen years later to a total of 50 stores at present. Average sales per location in the 50 stores now averages over 2.7 million dollars each.

District Manager 1987 - 1990
Managed 34 consumer electronics retail stores in central Pennsylvania and Rochester, New York markets with responsibility for sales and operations of 25 million dollars annually.

- Top performing district within region and division; earned numerous awards and incentive programs. Ranked in top ten in nation in sales and profitability.

Store Manager 1982 – 1987
Advanced through small to high volume sales locations; demonstrated ability to hire, train, and lead sales team with outstanding customer service and profitable sales.

- Promoted twelve manager trainees to store manager.

SARAH COVENTRY JEWELRY 1973 - 1981
Area Sales Manager: Hired, trained and led sales team of up to eight branch managers and over 250 direct sales representatives with sales over one million dollars annually in Mid-Atlantic market.

UNITED STATES ARMY

Military officer assignments:

- S2 (Intelligence) staff officer, 193rd Infantry Brigade, Ft. Kobbe, Canal Zone, Panama; HQ company Commandant, 193rd Infantry Brigade (active duty overseas).
- S2 (Intelligence) staff officer, 6th/68th Mechanized infantry Battalion, Bethlehem, Pa.; HQ company Commander, 6th/68th Mechanized Infantry Battalion (active reserve).

EDUCATION AND PROFESSIONAL DEVELOPMENT

Professional Development Seminars:

- Babson College Executive Education: Strategic Planning and Management in Retailing
- Executive Development: Succession Architect – RadioShack Corporate
- CPI Certification – RadioShack Corporate

US Army Office Candidate School, Ft. Knox, Kentucky. Graduated 4th in class.
Attended Pan American University, Edinburg, Texas

Professional Organizations: Toastmasters International; achieved Competent Toastmaster certification