

# Jon D. Rogers

**Innovative and Analytical Leader | 20 Years of Transformative Data Analysis |**

**Curious, Pragmatic, and Results-Driven**

**Bentonville, AR**

**Email: [Jon.D.Rogers@icloud.com](mailto:Jon.D.Rogers@icloud.com) | [LinkedIn](#)**

## Executive Summary

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Strategic Analytical Marketing Leader with 15+ yrs of Business Intelligence Analytics, Business Strategy, Operations Management, Enterprise Resource Planning, and Product experience. Passionate to provide quality solutions for business processes, client projects, and team management. Able to effectively design “Go-To-Market” strategy planning through understanding market trends, sales forecasting, and researching. Curious to discover new resources for workflow processing, understand technology trends, and implement new management tools maximizing efficiency rates. Historically worked with Export Companies, Distributions, Marketing Organizations, and Vendor Management. Focused to maximize organization ROI through evaluating existing business partnerships, cross selling for optimal business synergy, and efficient business processes. Continuous learner on new technology, processes, and economic climates.

## Career Highlights

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- Streamlined the Data Reporting tool by implementing Power BI for companywide utilization for Data Management. Configured 6+ Dashboards for reporting usage saving the company \$1M in revenue and boosting productivity levels.
- Implemented 50+ training videos / tutorials for continuous employee education visible for 120+ end users.
- Partnered with HR and Field recruiters for market analysis and ERP on Compensation Analysis. Obtained data through multiple internal and external sources to gauge availability and productivity of internal resources and processes in order to maintain consistent compensation policies with the goal of mitigating employee turnover.
- Full Life Cycle for “Go-To-Market” planning – brought from the design stage to the date execution of various business strategies. Partners included an exports company, brand name clients, retailers, and marketing agencies where new processes were implemented to stream line product, supply chain, and profitable selling initiatives.

## Professional Experience

### **Advantage Solutions | Bentonville, AR**

**January 2019 – October 2024**

*Advantage Solutions is a leading provider of outsourced sales and marketing solutions to consumer goods companies and retailers.*

#### **Director Analytic Solutions & Internal Operations**

- Direct influence of 120+ Professionals in multiple divisions including 75 Sales Associates, 60+ Operations Support Associates, and 50+ District Managers in North America (United States, Canada, and Mexico.)
- Designed Instructional Training Videos for 120+ employees in order for sales and operations team to better absorb data and insights to increase sales and operational efficiency. Developed the videos through Chat GPT, Murf Video, editing software and uploaded into SharePoint. Released videos are shared through an embedded link on the employee dashboards.
- Provided Company Profit and Wage Analysis reports for C-Level meetings with the Board of Directors. Extracted the compensation utilizing SQL in the employee database. Partnered with HR and Recruitment for compensation analysis and wage distribution rates.
- Developed tools, insights, and processes for various levels within the organization from individual contributors to C-suite leaders. Configured MS Power BI as a reporting management tool. Built the utilization from the ground up, acted as a super user for the administration of the software.
- Guided organizational KPI metrics through market trend analysis, sales forecasting, resource planning, data analysis and strategy planning business mapping. Research industry trends through Nelson and IRI Data for extraction and the size of competitor markets / retailers.

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## Professional Experience (Continued)

### Avail Advisory Services | Bentonville, AR

June 2016 – January 2019

*Avail Advisory Services provides business development strategies for the retail industry.*

#### Business Strategy Consultant

- Provided business strategy implementation for growth stimulation for sales departments, marketing departments, and operational support departments. HUK Fishing Apparel, Private Label – Universal Music Group (UMG)
- Identified business gaps in business and supply chain processes and offered solutions to provide efficient workflows.
- Managed key accounts to alleviate organizational stress and provide quality care to high profile clients.
- Development of strategic licensing plans to grow long-term company revenue.
- Advised and participated in a successful launch of new products to the marketplace.

### DICK'S Sporting Goods | Pittsburgh, PA

April 2015 – June 2016

*DICK'S Sporting Goods is an American sporting goods retail company.*

#### Buyer - Greater Pittsburgh Area \*\*Left due to family matters in AR\*\*

- Maintained 20% sales and profit growth through established name brands, private label programs, highly visible emerging brands, and localized product assortments.
- Focused on various categories including fishing apparel, marine supplies, and indoor/outdoor game products including \$150/M of the retailer's revenue.

### Walmart | Bentonville, AR

February 2006 – March 2015

*Walmart is an American multinational retail corporation that operates a chain of discount stores, hypermarkets, and grocery stores.*

#### Buyer – Men's Apparel (January 2012 – March 2015)

#### Senior Merchandise Financial Planner (August 2009 – December 2011)

#### Senior Manager Systems Development (January 2009 – August 2009)

#### Merchandise Financial Planner (February 2006 – January 2009)

- Provided Inventory Control, Strategy Planning, Market Trend Analysis and Buyer Market Analysis.
- Increased product line availability boosting purchasing demands on men's apparel items both seasonal and year around.
- Expanded productivity of a manufacturer for the store brand of merchandise by implementing a Y2Y supply chain and production plan. Reduced training overhead for the China manufacturing plant decreasing outsourcing fee saving the company an estimation of \$500/K per year.

## Business Acumen & Abilities

- **Predictive Index Results: Venturer:** Assertive | Analytical | Driving | Goal-oriented
- **Leadership Methodology:** Servant Leader Mentality - "People First" philosophy. Excited to help build team members and lead by example for optimal success.
- **Industry Exposure:** Advertising, Marketing Services, Retail Apparel & Fashion, Retail, Business Consulting, Supply Chain Management, Enterprise Resource Planning.
- **Volunteer:** Habitat for Humanity
- **Software:** Microsoft PoweBI, Power Automate, Report Builder, MS Excel, MS PowerPoint, MS Outlook, MS Teams, Video Editing Tools, SharePoint, and various AI tools.

## Education

### Capella University | Minneapolis, MN - BS – Business (Cum Laude)

Sales Leadership & Management | Team Development & Building | Operations Management | New Business Development | Cross-functional Team Leadership | Strategic Planning | Solution Selling | Account Management | Data Analysis & Reporting | Financial Analysis | Financial Budgeting & Forecasting | P & L Management | Relationship Building | Internal & External Collaboration | Continuous Improvement | Merchandising | Merchandising Planning | Inventory Management & Control | Demand Planning | SharePoint | Power BI | iMovie | Enterprise Resource Planning | Supply Chain | Business Intelligence | Quantitative Analytical Skills | Financial Literacy | Executive Acumen | Inclusion & Diversity Advocate | Product Management