

# JUSTIN OGBURN

## Executive Leader

Multi-Unit Retail Operations • Merchandising • Organizational Growth

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### EXECUTIVE HIGHLIGHTS

- **4.4B** Grocery Division Leadership
- **\$1B** Annual District Operations
- **119 Stores** Merchandising & Operations Leadership
- **5,000+ Associates** Leadership & Talent Development
- **\$100M** Organizational Transformation
- **35+ Years** Executive Leadership
- Directed merchandising strategy, operational execution, and financial performance for one of Kroger's largest divisions.
- Developed high-performing District Managers, Store Managers and executive leaders by fostering a culture of accountability, engagement, and continuous improvement.
- Led transformational initiatives across retail, nonprofit and entrepreneurial organizations, consistently improving organizational performance, strengthening culture, and accelerating sustainable growth.

### EXECUTIVE SUMMARY

Executive leader with more than 35 years of experience leading multi-unit retail operations, merchandising, organizational transformation, and business growth. Proven success managing multi-billion-dollar business units, developing high-performing leadership teams, driving operational excellence and delivering sustained financial performance. Known for building strong cultures, developing future leaders, and aligning people, processes, and performance to deliver measurable business results.

### CORE COMPETENCIES

Executive Leadership • Multi-Unit Operations • Leadership Development • Operational Excellence • P&L Leadership • Merchandising Strategy • Strategic Planning • Organizational Growth • Change Management • Customer Experience • Category Management • Business Development • Vendor Partnerships • Cross-Functional Leadership • Strategic Partnerships • Consumer Trends

## **PROFESSIONAL EXPERIENCE**

### **Head of Marketing & Business Development**

Ensign Partners | January 2026 – Present

Lead strategic growth initiatives for a multidisciplinary advisory firm providing executive coaching, legal, financial, tax, and insurance solutions to business owners and leadership teams.

- Advise executive teams on organizational growth, operational effectiveness, and long-term business strategy.
- Partner with business owners to improve scalability, leadership alignment, and sustainable growth.

### **Vice President of Sales**

Titus Transport | November 2023 – December 2025

Provided executive leadership for national business development initiatives supporting one of the country's leading temperature-controlled transportation providers serving major grocery retailers and consumer packaged goods companies.

- Developed strategic partnerships with national retailers, food manufacturers, and consumer packaged goods organizations.
- Identified growth opportunities and expanded executive relationships across the grocery retail supply chain.

### **Founder & Principal Advisor Emerging Brands & Retail Strategy**

Independent Consulting 2020 – Present

Advise founders and emerging consumer product companies on commercialization, retail readiness, merchandising strategy, and market expansion.

- Guided brands from concept to retail through packaging, positioning, pricing, and go-to-market strategy.
- Leveraged extensive grocery industry relationships to connect founders with retail buyers, brokers, and merchandising leaders.

### **President / Chief Administrative Officer**

Copa Health | 2017 – 2019

Recruited to help lead the executive transition of a \$100 million nonprofit organization while improving operational performance, organizational culture, and financial stewardship.

- Reduced overtime expenses by 64%, generating \$1.6M in annual savings.
- Led enterprise-wide initiatives focused on operational excellence, workforce optimization, and organizational effectiveness.
- Directed strategic planning for facilities, real estate, and long-term organizational growth.

## **Fry's Food Stores (Kroger) | 1989 – 2017**

Career Progression: Store Manager → District Manager → Director of Grocery & Liquor → Director of Business Development

### **Director – Grocery & Liquor 2006 – 2010, 2013 – 2014**

Served as senior merchandising executive responsible for grocery and liquor operations across 119 retail locations, leading one of Kroger's largest divisions with accountability for a \$4.4 billion business generating more than \$550 million in annual gross profit.

- Directed merchandising strategy, category management, vendor partnerships and approval of new product introductions across 119 stores.
- Evaluated thousands of new products, vendor presentations, and emerging brands, making assortment decisions that aligned with evolving consumer trends and business objectives.
- Led merchandising initiatives that increased sales by more than \$630,000 while improving profitability and customer engagement.
- Coached Assistant Grocery Directors and District Managers, strengthening leadership capability and succession planning across the division.

### **District Manager 2002 – 2006, 2014 – 2017**

Provided operational leadership for 20+ high-volume stores generating approximately \$1 billion in annual sales, with responsibility for financial performance, talent development, customer experience, merchandising execution, and operational excellence.

- Built high-performing leadership teams through visible leadership, coaching, accountability, and recognition, creating a culture focused on customer service and operational excellence.
- Led operational execution across merchandising, labor, inventory, safety, and customer service while providing leadership through Store Managers for an organization of more than 5,000 associates.
- Achieved top district performance within the Kroger organization for safety and customer service.

### **Director of Business Development 2010 – 2013**

Selected to lead enterprise initiatives focused on customer experience, organizational culture, and retail innovation.

- Created and led the Associate First Committee (A1C), developing engagement initiatives that became a model for other Kroger divisions.
- Achieved a 96% associate engagement survey participation rate, the highest in the Kroger enterprise.
- Developed merchandising innovations and fixture redesigns that generated more than \$630,000 in incremental sales and increased profitability by 13.7%.
- Selected to participate in executive leadership development through the Disney Institute alongside Kroger senior leadership, helping shape future customer-first initiatives across the organization.

## **EDUCATION & EXECUTIVE DEVELOPMENT**

Business Management & Organizational Leadership – College of William and Mary

Executive Leadership Development – Cornell University