

JUSTIN OGBURN

OPERATIONS EXECUTIVE
Licensed Realtor #SA70485000

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PROFESSIONAL SUMMARY

A strategic executive with a breadth of experience spanning 30 years in tactical operations, merchandising, employee engagement, leading multi-billion-dollar P&Ls through efficiency and customer focused excellence. Equipped with over 28 years of grocery retail expertise, proven high-level leadership, significant collaboration, and the development of complex teams. Built and strengthened relationships across functional leadership areas to keep revenue development and operational plans interconnected and effective, increasing company profits through performance. Expert at identifying key players and talents of people to build high-functioning teams that achieve best in class results.

AREAS OF EXPERTISE

Excellent Communication | Strategic Planning | Collaboration | Process Improvement | Forecasting
Decision Making | Team Development | Cultural Awareness | Business Acumen | Coaching/Mentoring
Execution | Innovation | Cost Analysis | Win-Win Negotiation | Logistics | Supply Chain Management
Merchandising | Marketing | Operations | Retail Management | Safety Culture

SIGNIFICANT ACCOMPLISHMENTS

- Implemented the Revenue Cycle Management Department (RCM), creating \$1.2M in additional annual revenue and uncovered over \$700k in potential lost claims **at Copa Health**
- Developed new merchandising and rounder fixture, growing sales by \$630K, a 6.9% increase in sales with profits up to 13.7% in the inaugural year **at Fry's Food Stores – Director Grocery & Liquor**
- Achieved top-performance of “Customer Overall Satisfaction – OSAT” Drove OSAT results from 59% to 75% in two years **at Fry's Food Stores – Director Business Development**
- Successfully co-owned lucrative contracting businesses **Resilient Installations, LLC** yielding \$5M within 12 months of inception.

NON-PROFIT AFFILIATIONS

Chairman of Advisory Committee & Member of the Foundation Board 2018 - Present
John Volken Academy, LLC

Marc Community Resources Board Member 2011 - 2017

WORK EXPERIENCE

CEO/Co-Owner 01/2021 – 10/2022
MadMen Enterprises, LLC. – Chandler, AZ

Owned and operated product marketing and consulting firm that specialized in working with small manufacturing companies needing product patents, new innovations, capital and product development.

- Developed business strategy, forecast and budget while optimizing company resources and fiscal accountability.
- Identified and networked potential investors and revenue opportunities, negotiated and secured profitable contracts.

CEO/Co-Owner 07/2019 – 11/2020
Resilient Installations, LLC – Chandler, AZ

Founded a profitable contracting business specialized in installation of smart water meters for city and municipality water systems. Positioned leadership team, established an efficient system of process management, implemented safety protocols, and streamlined operations for highest return on investment.

- Hired and developed training for 38 specialized employees over 3 states from inception.
- Negotiated contracts for over 87,000 smart water meter installations.
- Developed the supply chain and logistics for operations in three states.
- Strategized crisis management plan to optimize company resources, protect assets and recoup lost profits during Covid-19 pandemic.

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OPERATIONS EXECUTIVE

WORK EXPERIENCE CONTINUED

President/Chief Administrative Officer

10/2017 – 07/2019

Copa Health (Formerly Marc Community Resources) – Chandler, AZ

Led transition of leadership following retirement of the CEO of non-profit organization with \$100M in total revenue. Implemented process improvement to shape organizational culture, optimized procedures for higher efficiency helping the organization to evolve, and substantially increased profitability while lowering expenses. Educated and rallied state and local leaders to pass needed legislation, elevating Copa's reputation as a proven industry leader in behavioral health and advocacy.

- Reduced overtime expense by 64%, resulting in significant annual savings of \$1.6M, coupled with negotiated insurance deductibles and employee benefit packages resulting in \$13K YOY fiscal savings for individual employees.
- Orchestrated community events and fundraisers, successfully raising dollars, increasing support for over 17,000 underserved citizens in Arizona.
- Created a business model that would reevaluate real estate holdings, substantially increasing return on investment.

Fry's Food Stores (Kroger Co.) – Tolleson, AZ

1989 - 2017

District Manager

2002 – 2006; 2014 – 2017

Expertly managed district of top Store Managers and Field Coordinators in business operations, merchandising, and human resources. Pivotal involvement with management teams and responsible for upwards of 5000 associates to execute operational and merchandising plans. Created and upheld excellent safety FTE in the division and enterprise.

- Led over 20+ multifaceted stores averaging \$1M in weekly sales per store.
- Managed approximately \$20M weekly sales volume, resulting in nearly \$1B in identical sales.
- Achieved #1 District for Kroger Company for FTE (days w/o accident) & Customer Services scores.

Director – Grocery & Liquor

2006 – 2010; 2013 – 2014

Established strategic initiatives for 119 Fry's stores, applied validation testing for new processes/procedures and managed cooperative relationships to facilitate the accomplishment of divisional goals. Collaboratively worked with the perishable department, developing profitability for the organization and a rewarding customer experience. Coordinated with logistics teams to streamline distribution from warehouses and manufacturing facilities to stores across Arizona.

- Improved sales greater than 3% percent during fiscal cycle (2009-2010).
- Accountable for divisional Grocery & Liquor P&L of \$4.4 yielding \$550M in gross profit.
- Skillfully coached and mentored 4 senior leaders as Assistant Grocery Directors and 3 District Managers.

Director – Business Development

2010 – 2013

Overhauled Fry's Food Stores associate and customer engagement strategies; designed, implemented, and led the "Associate 1st Committee (A1C)" instituting several innovative programs to engage with associates at every level and creating a differentiated customer experience, thus formulating the blueprint for other Kroger Divisions regarding engagement strategies.

- Accomplished associate engagement survey participation rate of 96%, the highest in the Kroger enterprise.
- Developed new merchandising and rounder fixture, growing sales by \$630K, 6.9% increase in sales with profits up to 13.7%.
- Attended Disney Institute w/ Kroger CEO (and staff) to create a customer 1st environment for the future.

EDUCATION

Business Management & Organizational Leadership

2009

College of William & Mary

Leadership Development

2005

Cornell University