

Lisa Fenton

📍 Newcastle, ON

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MANAGER OF SUPPLY CHAIN

High-performing professional with 12 years' progressive experience in leveraging a global vision of business priorities, internal capabilities, and industry best practices to ideate and spearhead top-shelf logistical program initiatives supporting the achievement of long-term goals.

Proficient analytical thinker recognized for consistently transforming complex challenges into opportunities to lower costs and uncover key efficiencies, capitalizing on strong influencing abilities to gain internal and external buy-in around innovative strategies.

Engaging, forward-thinking leader who takes pride in continuously monitoring operations to identify process improvement opportunities, fostering collaborative cultures, and mobilizing cross-functional and cross-cultural groups around a common mission of excellence.

OPTIMIZING PERFORMANCE VIA STRATEGIC ORGANIZATIONAL CHANGE AND PROACTIVE LEADERSHIP.

AREAS OF EXPERTISE

- ♦ Supply Chain Strategy Development & Negotiation
- ♦ Contracting/Regulatory Risk Mitigation Development & Oversight
- ♦ Performance Measurement & Improvement
- ♦ High-Impact Relationship Management Dynamics Navision)
- ♦ Procurement Model Creation
- ♦ Strategy Review & Approval
- ♦ Process Creation & Optimization
- ♦ Operational Assessment
- ♦ Contract Tendering, Evaluation, Procurement Team
- ♦ Logistics, Vendor, & Contract Management
- ♦ MS Office / ERP (SAP, MS Dynamics Navision)

PROFESSIONAL EXPERIENCE

RAPALA VMC CANADA ♦ Oshawa, ON

2011-Present

Supply Chain Manager, 2017-Present

Administering a \$7M inventory with 12,000 SKUs turning 3+ times annually, played a pivotal role in the achievement of Rapala's long-term business goals by developing and managing a global supplier base that allowed rapid scaling and enhanced market competitiveness.

- Leveraged deep knowledge spanning across the business to continuously improve processes, costs, and risk management.
 - Exceeded historical inventory turns while mitigating risks and managing vendor audit submissions for overseas factories.
 - Established key objectives and targets for the Operations team, including well-defined KPIs and roadmaps.
 - Consistently monitored operations and assessed talent to identify and close gaps via targeted training and coaching.
 - Defined and ensured adherence to Logistics and Operations best practices to continuously maximize efficiency and effectiveness.
 - Led the maintenance of system and vendor master files including costing, safety data sheets, universal product codes, and BOM.
- ✓ *Became recognized for a decade of success with an Inspirational Woman 2021 Award from the MO2VATE magazine.*
 - ✓ *Ideated and implemented a customer-centric approach to maximize Procurement, Operations, and Distribution productivity.*

Lead Planner, 2014-2017

- Hired, mentored, development, and inspired a high-performing Operations team around a culture of collaboration and excellence.
- Conducted a deep-dive analysis of the Operations department to accurately identify and map areas in need of automation.
- Created comprehensive purchasing documents and templates to facilitate Operations, Customer Service, and Warehouse activities.
- Continuously went above and beyond for the success of Rapala, notably by volunteering as WHS employee representative.
 - ✓ *Directed the implementation of 14 software process improvements and created new analytics for Operations, Customer Service, and Customs departments, reducing manual transactions to increase efficiency by 71% and save \$34K annually.*

Supply Chain Analyst, 2011-2014

- Focused on increasing inventory turn to surpass corporate KPI, as part of a 2-person department reporting to VP of Operations.
- Saved \$36K in one year by tracking and recovering labour and material expenses related to inventory labelling errors.
- Analyzed data to identify underperforming areas in procurement and create strategies to minimize manual processes and costs.
- Served as a core member of the team that won the SCMA in Residence Week Case Competition in 2013.
 - ✓ *Negotiated reduced MOQs with main vendor to generate \$144K in savings while meeting corporate's turnover rate target.*
 - ✓ *Reduced freight spend by \$216K to meet KPI target by negotiating with 3PL partners to decrease rates across main routes.*

EDUCATION & AFFILIATION

Business Administration & Marketing Diploma – Durham College

Certified Supply Chain Management Professional (CSCMP) – Ontario Institute of The Purchasing Management Association of Canada