

# Connor Alexander

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## ---OPERATIONS TURNAROUND SPECIALIST---

### Turns around under-performing operations to exceed revenue growth expectations

High achiever with a proven track record of taking a business to the next level by exceeding revenue growth expectations. A take charge leader who embraces challenges and brings a cohesive approach to driving revenue and reducing costs by assessing personnel and situations, and proactively implementing the necessary strategies and operational efficiencies to ensure a consistent, high-quality approach to operations. Strong communicator with a proven track record of leading and motivating teams, resulting in staff commitment to delivering high standards and quality customer service.

#### PERFORMANCE BENCHMARKS & MILESTONES

- ✓ **Achieved No.1 ranking across the Shell Network (497 national sites) for quality assurance checks.**
- ✓ **Increased in-store sales for under-performing store by 50% within 1-month.**
- ✓ **Generated a monthly turnover of over \$1M and a 14% increase in sales on the previous year.**
- ✓ **Reduced overheads by 14% through staff restructuring and workflow planning.**

#### KEY STRENGTHS

- ✓ OH&S
- ✓ Contract Negotiations
- ✓ Workflow Management
- ✓ Marketing & Promotions
- ✓ Sales & Product Management
- ✓ High Level Customer Service
- ✓ Principal / Supplier Relations
- ✓ Team Leadership / Motivation
- ✓ Staff Recruitment / Training
- ✓ Working in Time-Driven Environments
- ✓ Communication
- ✓ P&L Management
- ✓ Customer Service
- ✓ Adaptability to Change
- ✓ Building Relationships
- ✓ Solutions Management
- ✓ Efficiency Improvements
- ✓ Operational Management
- ✓ Performance Improvements
- ✓ Stock Management System Implementation

#### Snapshot for Business Success

- ✓ **Understand the business**, customer requirements, & business objectives.
- ✓ **Analyse operations**, identify inefficiencies, establish structured goals & implement plans to achieve goals
- ✓ **Customer Service.** First impressions always hold the last impression.
- ✓ **Implement systems** to maintain quality
- ✓ **Build a reliable team** committed to high standards & customer service.
- ✓ **Maintaining an uncompromising work ethic**

#### PROFESSIONAL EXPERIENCE

SHELL MYER – *Chatswood, NSW*

Feb 2004 to Present

##### Store Manager

Oversaw first Shell/Coles Myer Joint Venture Company (JVC) transition to expand business operations with huge success, leading to increased interest from previously hesitant Franchisees. Generated a monthly turnover of \$1M+ with the store ranking No.1 across the Shell Network (497 national sites) and achieving a 14% increase in sales on previous year. Success attributed to strong operational management, building a reliable team of 17, exceptional daily face-to-face customer service, and continuous process improvements.

##### Key Contributions:

- **JVC Transition:** Exceeded 1M litres of fuel during transition month and increased cash flow by leveraging strong management skills to lead a successful transition process. Managed all areas from Point-of-Sale (POS) to staffing, new merchandising plan, and monitoring of fuel.

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## PROFESSIONAL EXPERIENCE CONTINUED...

- **Staff Restructuring:** Minimised overheads by restructuring staff hours with no impact to business operational objectives. Achieved by utilising time management skills to monitor work chain processes, gather and analyse data, and calculate peak hours of business.
- **Project Management:** Oversaw project management of major 6-week shop refurbishment in conjunction with shop management without any loss to fuel sales or customer count, despite operating out of a temporary shed with minimal shop merchandise.
- **Supplier Relations:** Recovered the 9% loss in shop sales during refurbishment by leveraging relationships built with suppliers over a 2-year period to negotiate the first stock filled on shelves free using their Merchandising Teams.
- **System Implementation:** Quickly came up to speed on Shell centralised logistics program through training and independent learning to lead successful implementation and training of all staff at Chatswood store. Business is maintaining optimum stock levels at minimal operational cost.
- **High Level Customer Service:** Achieved excellence in customer service levels through proper staff induction, training, and on the job coaching. Store has achieved 100% results for Customer Experience Checks conducted by an anonymous third party company.
- **Staff Leadership:** Improved staff morale and performance by 18% through regular coaching and the introduction of staff appreciation bonuses, resulting in the store achieving a 100% rating for the Evaluation Program.
- **Market Research:** Maintained competitive positioning through regular competitive analysis, market/industry research, and customer analysis. Leveraged intimate knowledge of the industry and key performance indicators to measure performance and customer satisfaction.



SHELL MYER – *Neutral Bay, NSW*

Dec 2004 to Mar 2005

### Store Manager

Selected to turn business loss around, manage transition process, and supervise a team of 11 for high traffic store while concurrently managing existing Chatswood store in recognition of proven business turn around experience. Confidently met challenge of operating 2 stores through strong operational management, implementation of improved practices, outstanding face-to-face customer service, and building of a reliable team. Delivered significant improvements to high traffic operations (1300 daily customers).

#### *Key Contributions:*

- **Transition Process:** Achieved a smooth transition for change of ownership with minimal disruption to business, from establishing credit card facilities to change of ownership of accounts, monitoring of online transactions, and logistics management. Key outcomes:
  - Transition achieved with a total downtime of 2-hours.
- **Cost Reduction Strategies:** Reduced costs by 14% and turned business profits around by minimising overheads. Introduced new work processes, monitored the work chain process, and implemented solutions. This included slashing excess staff hours and rostering staff off free lists.
- **Staff Training:** Identified Assistant Manager leadership potential from existing staff that led to improved levels of productivity and reduced payroll costs. Maximised performance and strengthened weaknesses through coaching, inspiration and comprehensive on-the-job training.
- **Relationship Management:** Leveraged strong relationships with suppliers to arrange immediate stock delivery at a 6-8% discount and create 30-day credit accounts for new site. Stock sales continued to increase month after month.

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## PROFESSIONAL EXPERIENCE CONTINUED...

SHELL – *Chatswood, NSW*

Feb 2003 to Feb 2004

### Store Manager

Promoted and relocated to Chatswood store to turn business loss around. Within first month achieved a 50% increase in stock sales and 100,000 litres in fuel sales by implementing improved operational practices, recruiting a new team, and focusing on daily customer service excellence. Managed all aspects of store management from staff recruitment and training to operational management.

#### *Key Contributions:*

- **Business Efficiency:** Ensured the business ran smoothly and efficiently in the early stages, despite a small team and budget, by selecting and recruiting reliable staff members. Success was attributed to strong leadership, management, and a highly dedicated team.
- **Sales Growth:** Achieved an increase of 100,000 litres in fuel sales within the first month by improving store aesthetics using available resources. Provided store with a more welcoming appeal by re-painting store, changing lights, landscaping, cleaning, and re-painting parking areas.
- **Merchandising Strategies:** Increased shop sales by 50% within the first month by implementing an improved merchandising plan. Created more shelving and arranged stock from respective suppliers to increase product range by up to 3-times. Key outcome:
  - Minimised costs associated with stock by arranging credit accounts in advance.
- **Policy & Procedure Development:** Established clear workable policies with easy to follow procedures and instituted regular team meetings to maintain communication and create a stable business which functioned smoothly.



SHELL– *Manly, NSW*

Sept 2002 to Feb 2003

### Assistant Manager

Supported Store Manager and supervised a small team while proactively taking on added responsibilities and demonstrating enthusiasm and innovation through better change, continuous improvements and an emphasis on staff grooming, customer service, communication and attentiveness.

#### *Key Contributions:*

- **Quality Customer Service:** Achieved high levels of quality customer service through the recommendation and implementation of improvements, including customer service solutions, consistent quality service, and service level enhancement.
- **Records Management:** Optimised processes, maximised business support functions and improved quality service through the introduction and maintenance of fuel record manuals, stock order books, complaint registers, daily communications and customer feedback diaries, and checklists.



DARLING HARBOUR FUN PARK – *Sydney, NSW*

May 1997 to Apr 2002

### Assistant Manager (Aug 2000 to Apr 2002)

Supervised a team of 20 staff while ensuring service levels of the store were maintained, including high level customer service, staff training and motivation, rostering and reporting, maintaining system administration and fault reporting.

#### *Key Contributions:*

- **Policy Compliance:** Provided guidance and coaching to teams to ensure compliance with all policies and procedures and ensure the highest standards of customer service were maintained.

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## PROFESSIONAL EXPERIENCE CONTINUED...

### Supervisor (Jan 2000 to Aug 2000)

Promoted in recognition of maintaining high levels of customer service and willingness to take on added responsibility and alleviate the workload of other team members to maintain a team based culture.

#### *Key Contributions:*

- **Staff Training:** Trained new staff in work processes and procedures, ensuring all functions were properly performed and policies followed.



### Customer Service Attendant (May 1997 to Dec 1999)

#### *Key Contributions:*

- **Customer Service:** Initial point of contact for a large number of customers, delivering exceptional levels of service and providing accurate and current information on product range.

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## EDUCATION & QUALIFICATIONS

**Diploma in Information Technology** - UNIVERSITY TECHNOLOGY SYDNEY

**Masters in Data Communication** - UNIVERSITY OF TECHNOLOGY SYDNEY

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**Certifications:** Certified Coach for Shell Learning & Development Centre

**Training:** Coaching Quickstep, Retailer Development Program, Franchisee Development Program, Power Card System Administration

### **Strategy Explanation**

*This client approached me as he wanted to apply for Operations Manager roles within a customer facing business. He had been working as a Store Manager for quite a number of years where he was responsible for the entire operation of the service station and had a proven track record of turning around poor operations. Unfortunately his existing resume had failed to demonstrate that he was a turnaround specialist – it only mentioned basic responsibilities that could be written in any resume.*

*As he was wanting to apply for Operations Manager roles I set the stage by adding the title "Operations Turnaround Specialist" and then added a personal branding statement under his name reinforcing that they were under-performing operations.*

*I followed this with Performance Benchmarks and Milestones that would appeal to a potential employer looking for an Operations Manager and added a Snapshot for Business Success to provide a reader with an insight into his methodology.*

*I then drove home his experience by setting the stage with a job overview for each position that provided real context. This was then followed by achievements which supported this claim and positioned him as a strong candidate for Operations Manager roles within customer facing industries. Added bolded key words relevant to the positions he was thinking of applying for at the beginning of each achievement to highlight his success in these areas.*

*To demonstrate his exceptional career progression, started with the customer service attendant position which is pretty standard for an entry level candidate and then drove home his promotions, staff leadership and relocations to bring about positive business outcomes.*