

# SARAH MORGAN

Callahan, FL | 904.263.4568 | info@greatresumesfast.com | [www.linkedin.com/in/jessicaholbrook/](http://www.linkedin.com/in/jessicaholbrook/)

## GLOBAL SUSTAINABILITY LEADER

### ENVIRONMENTALLY FOCUSED SOURCING, PROCUREMENT, & SUPPLY CHAIN MANAGEMENT EXPERT

**MISSION-DRIVEN AND STRATEGIC SUSTAINABILITY LEADER** with profound skills across sourcing, manufacturing, procurement, and global supply chain management. Rapidly transforms processes and actions to elevate focus on emerging environmental factors and overall sustainability while delivering impacts across diverse key business levers that include increasing e-commerce conversion rates by 16%, delivering 12% profit growth, and boosting revenue 11% over plan.

#### CAREER HIGHLIGHTS:

- Advocated safety and compliance – sourcing sustainably while cultivating relationships on a global stage.
- Partnered cross-functionally with CSR team to launch Eco Options platform for the Pro B2B segment of HBC.
- Recognized the potential impacts of COVID-19 and moved to dramatically shift processes to ensure direct access for critical customers.

**DRIVES RESOUNDING CHANGE WHILE SURPASSING CORPORATE OBJECTIVES AND SOLVING LINGERING ISSUES.** Success exhibited in the expansion of product lines, prediction of customer needs, and ability to influence change and innovation. Unique combination of business, technical, and operational prowess perfectly suited to evolve, progress, and rejuvenate in alignment with emerging environmental concerns and sustainability objectives. Engaging, collaborative, and influential leader, coach, and business partner.

### SIGNATURE STRENGTHS & COMPETENCIES

Sustainability  
Corporate Social Responsibility  
Supply Chain Management  
Global Product Procurement  
Analytics | Reporting

Sourcing | Logistics  
Strategy Planning & Execution  
Process Improvement  
Project Management  
Leadership | Team Building

Product Portfolio Management  
KPI | Metrics  
Change Management  
Vendor Management  
Global Relationship Building

### PROFESSIONAL EXPERIENCE

#### HBC – CALLAHAN, FL | 1/2019 – PRESENT

*HBC supports the B2B business for the world's largest home improvement business – providing products, convenience, savings, and services to help pros grow their business.*

#### SENIOR MANAGER, MERCHANT – SAFETY | PRO SUSTAINABILITY LEAD

Recruited to define and deploy strategies to expand the safety product portfolio and increase the company's footprint in the industry. Leverage strong background in safety, manufacturing, and product management to cultivate a more robust product assortment. Drove the creation of the pro sustainability lead role to support the Sustainability Program across 15 product categories – acting in alignment with the corporate sustainability team.

- Anticipated shift in product demand due to COVID-19 pandemic – quickly and strategically changed approach across respiratory products to safeguard direct access for critical customers.
- Transitioned 58% of portfolio sales to new products – achieved 98.8% inventory fill rate with improved performance.
- Delivered 51% increase over sales plan – uncovered portfolio gaps, consolidated low-selling products, and completed an in-depth portfolio review that earned immense executive-level recognition.
- Overhauled website layout and e-commerce tactics to drive 16% increase in click-to-purchase conversion.
- Initiated the Eco Options platform for the Pro B2B – aligning science-based targets to drive customer conversion to sustainable choices.
- Drove a sustainable product innovation of an energy-free exit sign in collaboration with LumAware – earned the innovation award with one of the country's largest retail management companies, CBRE.
- Recognized with 2 Homer Awards for living the value of the company and keeping customers in front of mind.

## **GREENCO INC. – CALLAHAN, FL | 8/2016 – 1/2019**

*Greenco is one of America's trusted source for industrial supplies and safety products – providing a huge selection of over 1.5 million products from thousands of trusted suppliers.*

### **CHANNEL MERCHANDISING MANAGER, SAFETY (3/2018 – 1/2019)**

Transitioned to lead the digital merchandising strategy for a portfolio of safety products with \$506M in annual revenue after a major company restructuring and integration. Managed 108 categories across 2 e-commerce platforms and print marketing content. Led downstream partners with a continual focus on creating a solution-centric experience and surpassing customer demands and company targets simultaneously.

- Boosted revenue 11% and improved annual customer acquisition 5% – devised and deployed an industry-leading product merchandising view to optimize customer discovery and product selection.
- Showcased 12% annual profit growth – leveraged optimal pricing and procurement strategies with deep insights into changing market factors and competitive landscapes.
- Drove strategic alignment between product quality, information, and content – partnering cross-functionally with supply chain, sourcing, supplier, product information, marketing, and operations teams.
- Conceptualized a hands-on and interactive merchandising training; led global teams across the entire company through the exercise.
- Selected for an intensive leadership program – elected by peers/managers to lead as “course manager.”

### **PRODUCT MANAGER, SAFETY (8/2016 – 3/2018)**

Recruited to leverage vast manufacturing background and product knowledge with a core focus on sourcing effective and safe products. Owned 172 categories and 126 supplier relationships with \$184M in annual sales. Drove cross-functional alignment to devise and deploy optimal product strategies with leadership over 1 product management associate.

- Navigated through a high-risk portfolio to plan and execute 7 cost-saving initiatives that produced over \$2.3M in annual savings and a more optimized procurement strategy and risk management process.
- Drove double-digit customer acquisition for personal protective equipment recycling program – acting as a value-added partner to marketing and corporate sustainability teams.
- Surpassed targets by 8.3% – delivered projects ahead of schedule, optimized resource allocation, and implemented a successful category strategy to drive revenue growth.
- Executed portfolio rationalization to drive efficiency in the supply chain – analyzed bids, monitored commodity trends, and negotiated with large multinational corporations and global sourcing divisions in China and Mexico.

## **VISTEEN USA – CHICAGO, IL | 7/2009 – 5/2016**

*Visteen is the world leader in artificial casings for meat products, which it distributes in 120+ countries. It is the only manufacturer in the world using technology for all categories of casing products: cellulose, collagen, fibrous, and plastic.*

### **PRODUCT MANAGER**

Promoted from the product manager - plastic role to manage the cellulose casings portfolio – the largest portfolio with \$85M in annual sales. Identified and leveraged opportunities to drive process improvements across manufacturing operations. Played a key role in product engineering, reporting, presentations, market analysis, and inventory optimization.

- Traveled globally across Spain, Germany, Czech Republic, and Mexico to cultivate strong relationships with manufacturers – elevating product engineering, efficiencies, communication, and issue resolution.
- Achieved 18% volume growth over budget targets and corporate goals in key client sales contracts due to effective product design based on varied customer manufacturing settings and requirements.
- Improved operations productivity 8% – partnered with key stakeholders on project scopes, product technical specifications, supply chain logistics, and risk factors.

## **EDUCATION**

**BACHELOR OF SCIENCE – ANIMAL SCIENCE** | University of Oregon

Minor in International Studies