

Lauren E. McGuiness

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AREAS OF EXPERTISE: Translating customer needs | Zero-to-one strategy | Holistic change management | Futuristic thinking | Developing high retention teams | Financial modeling & forecasting | Operationalizing brand strategy | Wholesale, retail, and ecommerce experience

PROFESSIONAL EXPERIENCE

ALBERTSONS COMPANIES, Pleasanton, CA

April 2022 - Present

The country's 2nd largest grocery retailer and 10th largest retailer, \$70B in annual sales across eleven regional divisions and 20 branded entities (e.g. Safeway, Tom Thumb, Jewel Osco, Shaws), undergoing digital transformation since 2020.

Senior Director of Digital Merchandising & Platform Maximization

- Lead the holistic shopper merchandising strategy for Albertsons' digital business (\$XB in ecommerce revenue), owning financial targets and e-commerce KPIs. Own multiple functions including site merchandising, channel and promotional merchandising, analytics and digital production operations. On pace to end fiscal year 2023 +12% vs. budget, +221% YOY in incremental revenue, driving 11% of digital growth year over year.
- Serve as the business stakeholder within the digital product org, prioritizing work to improve the customer experience throughout the funnel - taxonomy, navigation, search, homepage, product pages and inspiration.
- Own Albertsons digital content strategy, homepage and promotional calendar to engage customers and drive discovery throughout the digital funnel. Partner with marketing and national store merchandising to design and execute effective online promotional campaigns to achieve revenue goals and grow digital engagement with e-commerce & omni-shopper segments. In FY23 drove significant improvements to customer experience, yielding increased CVR +37% YOY, increased AOV +6.7% YOY, ultimately increasing revenue per visit +46% YOY.
- Lead, develop and retain a high performing team of 30 with Directors of Merchandising, Director of Analytics, and Director of Digital Production as direct reports. Team retention rate of 93%, and leadership eNPS of 96%.
- Led Albertson's first ever omni-channel promotional merchandising strategy for Holiday 2023, a landmark moment for the business. Results dramatically exceeded digital performance targets +238% vs. budget and +73% vs. stretch goals. Thanksgiving average order size +16% YOY, driven by significant growth in turkey sales penetration for meat-buying households from 19% to 27%.
- Developed a Bundling strategy for Albertsons digital. Led the merchandising pilot, A/B testing strategy, and product roadmap to grow & scale the business. Grew program from concept to scaled solution in 18 months, and on track to deliver +35% growth in incremental revenue vs. forecast in fiscal 2023.
- Authored whitepaper scoping a new enterprise-wide digital merchandising tooling ecosystem for ACI to house product metadata, enable bespoke product tagging functionality, store site merchandising display standards, and host personalized merchandising content. Gained buy-in and secured a multi-million dollar product & engineering budget to execute this product vision.

WAYFAIR, Boston, MA

March 2016 - April 2022

\$15B Digitally native furniture retailer, with expansion into B&M, 15K employees globally. Held several roles during six-year tenure leading Promotions & Brand Strategy and Private Label Merchandising.

General Manager & Head of Merchandising, Exclusive Brands

2018 - 2022

- Led the private label business for Wayfair.com (Exclusive Brands) including owning financial performance, global line architecture and assortment strategy and day-to-day team operations. Managed portfolio of twenty brands generating \$2.32 billion in annual revenue and team of 25 across merchandising planning and analytics functions.
- Launched sixteen new brands in two years, spanning furniture, textiles, decor and home improvement categories, generating \$1.8 billion in revenue across 27,000 SKUs. Prioritized brand launches based on global style architecture, assessing style-based growth, total addressable market share, and key competitors. Developed unique brand identities to address a variety of design targets and customer segments.
- Exclusive Brand assortments outperformed the broader catalog by 13x revenue/sku and 11x visits/sku. Newly acquired customers who activated on Exclusive Brands generated 2x more revenue in six months post-activation vs. baseline customers.

- Implemented rigorous assortment planning processes including sku rationalization, price tiering and line planning for +300 product classes across the entire brand portfolio, resulting in +30% increase in revenue per sku in the first year.
- Implemented a supplier negotiations process focusing on channel, pricing and merchandising strategies, delivering \$500+ million in channel-exclusive revenue and average 7% wholesale cost discount in the first year.
- Led the development of a bespoke merchandising product platform to enable end-to-end merchandising operations across private label and specialty business units, including business forecasting, line planning, assortment & merchandising, and supplier negotiations.
- Selected to participate in a Talent Management Steering Committee, led leadership training and roll-out of a new talent review process to drive consistent talent management across a 500 person organization.
- Press (Wayfair): Kelly Clarkson Home brand launch (Country Living), Sand & Stable brand launch (Refinery 29), Dotted Line brand launch (Apartment Therapy)

Head of Promotions & Brand, ALLMODERN.com

2016 - 2018

- Led merchandising, brand and promotions strategy for AllModern.com, including on-site experience and marketing channels, including print catalog.
- Established the print marketing channel for AllModern, developing the merchandising strategy, operating model, and creative process to support it, and led production of 5 seasonal catalogs per year, overseeing creative, category, merchandising and pricing strategy.
- Analyzed customer data, competitor pricing and selection, and industry trends to develop the promotional pricing and homepage strategies to deliver profitable growth of \$56 million in annual promotions revenue.
- Developed a refined promotional assortment strategy gearing sales experience around core price points and key product classes improving promotional ROI, driving \$11 million in incremental sales in 2016.
- Centralized workflow/process for generating promotions from a team of twenty three promotions buyers to a team of five, resulting in a ~25% workload efficiency for the buying team.

SHEEHAN FAMILY COMPANIES, Kingston, MA

2011 – 2016

Led sales operations and marketing for an Anheuser Busch & craft beer distributor in the United States, ~\$1B in annual revenue, including distribution expansion into 7 new markets in five years.

Director of Sales Operations and Marketing

- Established standard KPI tracking across nineteen wholesale divisions (financial, sales and distribution) and implemented monthly KPI review meetings. Implemented weighted scorecards to drive prioritization against top business priorities.
- Led the acquisition strategy, including market analysis, sales and distribution forecasting, go-to-market pitch, and ROI analysis for two of the largest craft brewers distribution rights in MA and NY. Won both pieces of business, delivering an incremental \$20M in annual sales.
- Led the organization through a rebranding, uniting 19 disparate divisions under the Sheehan Family companies corporate identity. Built the entire corporate brand with comprehensive brand identity standards (logo, visual ID, typography, photography, marketing collateral, brand extensions, web design), and led development of corporate website redesign.

Additional professional experiences prior to Business school in Financial Services.

EDUCATION

Northeastern University, D'Amore McKim School of Business, MBA, Boston, MA

- Graduated with honors, Beta Gamma Sigma
- Concentration in Marketing & Entrepreneurship
- Extracurricular: Elected Class Representative, co-chair of the Entrepreneurship Club, Financial Accounting tutor

Lafayette College, Bachelor of Arts in International Economics & Art History, Easton, PA

- Double Major in International Economics & Commerce and Art History; Minor in French
- Study Abroad in Paris, France at Université Paris–Sorbonne (IV)