



MICHAEL ANDERSON

DIGITAL RETAIL CONSULTANT

PROFILE

Dynamic Retail Strategy Consultant with a robust background in digital transformation and customer experience enhancement. Expertise in aligning retail strategies with technological advancements to drive growth and profitability. Demonstrated ability to implement data-driven initiatives that streamline operations and elevate customer satisfaction. Skilled in fostering partnerships with stakeholders to cultivate an adaptive retail environment.

EXPERIENCE

DIGITAL RETAIL CONSULTANT

Tech Retail Innovations

2016 - Present

- Implemented digital solutions to enhance the in-store customer experience.
- Conducted workshops on emerging retail technologies for client teams.
- Developed KPI frameworks to measure success of digital initiatives.
- Collaborated with IT departments to integrate systems for improved data flow.
- Monitored industry trends to advise clients on technology adoption.
- Facilitated cross-departmental communication to ensure project alignment.

CUSTOMER EXPERIENCE STRATEGIST

Retail Excellence Group

2014 - 2016

- Designed customer journey maps to identify pain points and opportunities.
- Analyzed customer feedback to inform service improvement strategies.
- Developed training programs focused on enhancing customer service skills.
- Collaborated with marketing to create customer-centric promotional strategies.
- Utilized survey tools to assess customer satisfaction and loyalty.
- Presented findings to senior leadership to inform strategic decisions.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Digital Transformation
- Customer Experience
- Data-Driven Decision Making
- KPI Development
- Stakeholder Engagement
- Problem Solving

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF SCIENCE IN RETAIL
MANAGEMENT, UNIVERSITY OF
PENNSYLVANIA

ACHIEVEMENTS

- Increased customer satisfaction scores by 25% across multiple clients.
- Led a project that resulted in a 40% increase in online sales.
- Recognized for innovative approach to enhancing retail operations.