



MICHAEL ANDERSON

WHOLESALE STRATEGY CONSULTANT

PROFILE

Dynamic wholesale business consultant with extensive experience in the retail sector, specializing in market entry strategies and operational efficiency. Expertise in assessing client needs and delivering tailored solutions that enhance business performance and drive growth. Demonstrated ability to lead teams in the execution of comprehensive business plans while ensuring alignment with corporate objectives.

EXPERIENCE

WHOLESALE STRATEGY CONSULTANT

Retail Innovations LLC

2016 - Present

- Formulated market entry strategies for new product launches in competitive environments.
- Conducted feasibility studies that informed investment decisions.
- Led cross-functional teams in the execution of operational enhancements.
- Utilized customer insights to refine marketing approaches.
- Implemented performance metrics to track project success.
- Developed training materials for client staff to ensure smooth transitions.

OPERATIONAL CONSULTANT

NextGen Retail Group

2014 - 2016

- Analyzed operational workflows to identify inefficiencies and recommend solutions.
- Collaborated with senior management to align operational goals with business strategy.
- Facilitated change management initiatives that improved employee engagement.
- Monitored project timelines and budgets to ensure adherence to targets.
- Provided ongoing support to clients post-implementation.
- Generated detailed reports to communicate project outcomes to stakeholders.

CONTACT

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- San Francisco, CA

SKILLS

- market entry strategy
- operational efficiency
- data-driven insights
- project management
- cross-functional leadership
- change management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION, MARKETING,
UNIVERSITY OF CALIFORNIA, BERKELEY

ACHIEVEMENTS

- Successfully guided a client through a \$5M expansion project.
- Achieved a 40% increase in operational efficiency for key clients.
- Recognized as 'Top Consultant' for exemplary client service in 2021.