

## MARIE READ TUCKER

mtucker@sju.edu

linkedin.com/in/mariereadmmba/

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### STRATEGIC RETAIL CATEGORY MANAGEMENT LEADER

Product Development | Consumer Insights | Range Supply Management | Marketing and Sales Strategies

Insightful, results-orientated, innovative, multi-channel, director level category management leader with proven ability to excel in fast-paced, matrix environments, while increasing revenue by translating consumer insights into successful range management and product development. Highly effective in building collaborative relationships with stakeholders, including senior management, peers, direct reports, operation teams and strategic alliance partners. Areas of expertise include:

- Category Management • Product Development • Project Management • Brand Management
- Forecasting & Budgeting • Strategic Planning • Financial Analysis • Co Worker Coaching & Development
- Strategic Alliances • Direct Store Delivery • Retail Operations, Merchandising & Problem Resolution
- Leading Teams in Remote, Hybrid and On site work Environments •

### PROFESSIONAL EXPERIENCE

**IKEA, Ingka Ikea**, Conshohocken PA, Franchise operator of IKEA Retail Stores

**2021-present**

#### US Food Range and Supply Manager

- Securing product availability, including forecasting Consumer Packaged products and Food Service products to the dish component level for \$227 million food business, across 3 alternative customer meeting point options and new concept limited start-ups.
- Managing expectations and predictable deliveries, through a transitional journey for 51 stores across the US, with two different providers, one internal, (including start up in a new distribution center) and one external, in an incredibly difficult and complex logistics environment, including imports from European suppliers and distribution centers.
- Building collaborative ways of working between internal and external stakeholders to enable progress regardless of very different priorities and KPIs, while meeting all of IKEA's sustainability requirements.
- Optimizing availability to ensure profitability in uncertain situations with seasonal deliveries arriving delayed, between inbound and outbound issues.
- Securing new components, to launch new market specific and regional dishes and reactivating Breakfast offering, while mitigating the impact of overstocks, due to the shift of INGKA's overseas business.
- Secure ongoing ASC/MSC Certification for US Seafood, protecting the standard of sustainably sourced seafood, ensuring correct processes for chain of custody are adhered to, through updates to training materials, documents and ensuring proper approvals for signage, labeling and shelf tags.

**Haub School of Business, Saint Joseph's University**, Philadelphia PA

#### Adjunct Professor, International Food Marketing

**2021-present**

- Lecturing and mentoring Food Marketing and International Business Juniors, Seniors and Executive MBA students in International Food Marketing and Multicultural and International Marketing.
- Coaching students in International Food Marketing Country product distribution evaluation project

**IKEA, Inter IKEA Group, King of Prussia, PA Global leader in Home Furnishing Business 2018 – 2021**

**Business Development Manager, Protein Category, Meat, Seafood and Dairy, Americas**

- Managed business development team, through critical supplier transition, through covid closures while minimizing out of stocks, through challenging start up conditions.
- Identified multiple Salmon short term alternatives, to mitigate out of stocks, though supplier shortages, start-ups and raw material challenges.
- Led and coached new process development to facilitate the consolidation of Global and Local Sourcing while developing a new team in new organization.
- Replicated new veggie dog (vegetable hot dog) to market in 6 weeks, which resulted in 6 million social media hits, in time for Climate week 2018
- Developed new global supplier partner to allow for product supply in embargo market.
- Facilitated greater animal welfare in IKEA's Better Programs while mitigating spend increases and driving product improvements.

**Aramark, Philadelphia, PA \$15 Billion Global leader in contract management**

**2015–2018**

**Director of Category Management, Beverages and Snacks**

- Transitioned single supplier preferred beverage offering to consumer insight orientated offering by building end to end consumer focused strategy, which transformed the \$1.2 billion packaged beverage business delivering growth rates up to 10%, along with measured satisfaction through increasing OSAT scores by up to 12%.
- Developed first center-led promotional and innovation program resulting in 10% sales growth and enabled the investment of over \$2 million in supplier partner brand funding and marketing funds.
- Established KPIs and analytical tools, along with product hierarchies for analysis in data-starved environment, including crafting specifications for initial Internal Point of Sale reporting tool, as the business partner working with the solution owners.
- Created a comprehensive all-encompassing snack program, across all sub categories, premium and core product offerings, which enabled locations to customize their offerings to their unique customer base.

**Rite Aid Corporation, Camp Hill, PA \$26 Billion drugstore chain with 4550 stores (at the time)**

**2012–2015**

**Category Manager Perishable DSD (Dairy, Bakery, Frozen Food and Perishables)**

- Led \$145 million in sales and end-to-end management of strategic planning and project management.
- Rolled out a national multi-temperature cold chain single source provider, merging previously fragmented, diverse programs, resulting in \$2million in revenue.
- Grew Frozen Food sales 60% by expanding assortment and driving weekly advert activity.
- Implemented first companywide reset across 61 dairies, expanding wellness offering to all stores and growing sales 8% in an otherwise declining business.
- Implemented profitable fresh food, sandwich and salad program in targeted stores driving 50% growth.

**Bimbo Bakeries USA, Horsham, PA \$4 Billion Direct Store Delivery baking company, owners of top bakery brands.**

**Key Account Executive**

**2010–2012**

- Reversed negatively trending \$35 million key regional grocery accounts, through attention to service, and alignment with corporate and operations teams.
- Drove +15% sales growth, executing strategic display programs, 9% over the market, while optimizing trade marketing spend.

**Wawa Inc., Wawa, PA** \$9 Billion leader in convenience retailing

**1989 – 2009**

**Category Manager Packaged Beverages**

**2007-2009**

- End to end ownership of \$407M profitable sales including strategic category plans, budget and funding.
- Expanded own brand offerings by 22 items, growing Wawa branded beverages to 46% of category unit sales, end to end product development, including product selection, label design and product testing.
- Coordinated and managed rework of full line of dairy labels (39 items) allowing Wawa to continue to make “rBST free” claim in compliance with updated PA Department of Agriculture regulations.
- Addressed problem of leakage in half gallon dairy bottles through creative, cost neutral approach which included adjustments to the bottle and modifications to display racking system.
- Developed reduced calorie/sugar Chocolate and Strawberry milk (without artificial sweeteners), in anticipation of potential legislation impacting school milk programs, resulting in competitive advantage.

**Category Manager Confectionary, Snacks & Ice Cream**

**2006-2007**

- Drove 9.5% gross profit increase in ice cream category through roll out of 11 Wawa label ice cream items, revision of existing promotional programs and negotiation of new vendor contracts.
- Built strategic marketing plan for snacks, including Hispanic cake offering in targeted markets and expansion of alternative snack/energy bars, driving growth of 12% gross profit and 6%-unit growth.
- Developed and launched beef jerky program, including determination of product standards, sourcing product, negotiating pricing for product and packaging, resulting in annual sales of \$1.6M.
- Grew own brand Snack Nut sales 30% by expanding offer and implementing packaging modifications.

**Product Line Manager Confectionary, Snacks and Cake**

**2001 -2006**

- Developed Wawa Snack Nut offer, including product standards and sourcing, performing RFI and RFQ and coordinating launch, resulting in annual sales in excess of \$5M with \$2M in gross profit.
- Cultivated multiple new impulse programs, including: Gum and Mints at coffee bar, candy counter unit program and energy bars at checkout, resulting in 20% growth in Gum and 12% increase in Snacks.
- Achieved annual growth rates 3% over the national average in Candy and Snacks, through managing innovation including being first to market with new items and analyzing data for new and test items.
- Developed and helped promote several employees to management positions.

**Associate Category Manager / Buyer / Store Manager**

**EDUCATION**

**Master of Business Administration in Marketing & Management**, Saint Joseph’s University, Philadelphia, PA

**Bachelor of Commerce in Marketing and Management**, University College Cork, Cork, Ireland

**INDUSTRY LEADERSHIP & RECOGNITION**

Wawa’s President’s Club, multiple times

Professional Candy Buyer Retail Achievement Award

Member Buyer’s Advisory Committee, National Confectioner’s Association

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