

CHRISTOPHER BLANN



Executive Leader | Operations Executive

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High impact, engaging sales operations leader with profound experience accelerating organizational growth, driving sales, team development, multi-unit management, and customer service. Analytical problem-solver capable of devising creative solutions to overcome persistent business challenges. Proven record of generating revenue, P&L management, expense controls, innovation, and business transformation for multi-hundred-million-dollar operations. Has earned accolades as a passionate servant leader who enthusiastically develops insightful strategies that deliver results.

EXPERTISE

- Revenue Growth
- Multi-Site Operations
- P&L Control
- Performance Improvement
- Training & Development
- Logistics
- Policy Administration
- Inventory Control
- Data Analytics & Reporting
- Kaizen
- Strategic Growth Planning
- Problem Solving
- Communications Management
- Facilities & Real Estate Leasing
- Merchandising
- CRM
- Risk / Government Compliance
- Culture Stewardship
- Budget & Forecasting
- Project Management
- Contract Negotiations
- Vendor Negotiations
- Cross-functional Team Building
- Distribution Center / Warehouse
- Human Resources
- Data Driven
- E-commerce

STRENGTHS

- Transforming processes, and vision to deliver quality operational efficiency.
- Communicating “Best Practices” and technology updates for budget control and cost reductions.
- Presenting analytical solutions and training to multi-level teams and leadership.
- Proven Leadership and Development of Sales Organizations that exceed customer expectations and company goals.
- Motivating a culture of excellence with integrity, passion, and servant leadership.

NOTABLE ACHIEVEMENTS

- Increased sales: Created multiple marketing programs and promos increasing traffic by over 20% and sales 10-12%.
- Developed and lead total practice improvements increasing revenue by 18% while reducing COGS by over 20%
- Raised NPS scores to 4.6 Stars, a 28% increase within 12 months across 200 stores.
- Increased average total sales on specialty transactions netting over 8% comp YOY sales.
- 17 Straight years of positive comp sales growing to a topline of over \$280mm
- Spearheaded a manufacturing bonus program increasing productivity, 1-hour, quality, and employee satisfaction while reducing payroll.
- Created an enterprise payroll tool the resulted in a 2.5% labor cost savings.
- Collaborated on a flag-ship culture program, *Eyemart Chemistry*, raising employee satisfaction ratings for over 5-years.
- Pioneered program to automate texting order status to customers. First optical company to introduce the process. Reduced incoming calls by 70% and reduced the primary customer service complaint with an 75% participation rate within the first year.
- Led the simple pricing strategy for an increase in sales of 8%, 3% in comp transactions, and a 5% increase in average sales.
- Lead the creation of multiple E-commerce platforms
- Developed and launched multiple training programs most recently a training and communication

platform that netted a 150% reduction in new hire training while improving communication of all sales programs which contributed to increasing the effectiveness of new offers by 10-20%. This is exclusively used to facilitate onboarding, and training including new hire training, compliance, OSHA, HR, and corporate communications.

- Increased Footprint by Sustained market growth up to 20% over 10 years.
- Turned around the loss of a major insurance revenue stream increasing sales up to +5% comp in 6-months.
- Reduced Management turnover 40% with a Bonus Program and recorded the best year in profit at over 18% EBITDA.

PROFESSIONAL EXPERIENCE

POWERWASH.COM

12/2021 – Present

CEO/COO at PowerWash.com: Executive and Operational leadership for the for nation's leading supplier of power wash equipment, supplies and training. Hired to institute best practices and update the systems of On-line Marketplace, ERP, Accounting, Marketing, Sales and Warehouse Management and Operations with an eye to SCALE. Developed and executing a plan to 2x sales within 24 months and exceed industry profitability..

OPTICAL INDUSTRY CONSULTANT

01/2021 – 12/2021

Interim COO at Sothern Eye Care: Contract to institute standardized operating procedures, best practices, lower costs, increase sales and develop a long-term growth strategy. Current results: instituted programs that increase sales by >10% reduced cogs by >18%, developed operational SOP and a M&A strategy for growth.

MEN'S BEST PRIMARY CARE

05/2019 – 12/2020

President: Entrepreneurial role Executing a Primary Care start-up. Full responsibility for all aspects of an aggressive business plan to open 10 primary care clinics in 15 months.

EYEMART EXPRESS

03/2002 – 03/2019

SVP of Store Operations: (Held Roles of Co-COO, SRVP, and RVP) Responsible for Operations of a top 10 Super Optical Retailer with P&L responsibility delivering as high as 32% EBITDA. Drive sales, increase market share, deliver "WOW" customer service, store growth, recruiting, marketing, logistics, and manufacturing (one-hour) labs at up to 200 locations. Mentor and develop field leadership, create, or approve all training materials, corporate communications, and marketing offers. Construction and Design, facilities maintenance, and real estate. Develop corporate field structure. Manage, contract, and grow third-party insurance. Oversight of logistics, supply chain, vendor negotiation and Distribution Center. Marketing, CRM, merchandising and pricing. Omnichannel fulfillment including web development. Owned the Customer Experience. Hosted the annual awards, manager meetings, and biannual field management meetings. Dr. recruiting and relations.

EYEGLOSS WORLD

01/1997 – 01/2002

Territory Director of Store Operations: Led Operations including responsibility for P&L of up to \$50MM in sales and 500 people. Drove consistent increases in comp sales between 8-10% each year while instituting processes and procedures that standardized operations allowing for rapid expansion. Developed and instituted training systems, company policies, quality standards, sales techniques, and risk management. Established a field management corporate structure for manufacturing and administration at 50 locations.

Early Career: EyeMasters Jon R Day MD, PA, Seminole Optical as **Practice Administrator, Associate, Lab Manager, Licensed Optician, General Manager.**

EDUCATION & CERTIFICATIONS

Bachelor of Interdisciplinary Studies (*in process*) – Undergraduate Studies in Secondary Education | Louisiana State University

ABOC, NCLE & FL Licensed Dispensing Optician; Customer Service Training Certificate, Ritz Carlton CE