

Growth Facilitation

- **Participated in Repositioning of Retail Automotive Business**
- **Negotiated Strategic Alliances:**
 - Home Security
 - Technology Partnerships
 - Direct Marketing
 - Marketing Alliances
- **Led Subsidiary Carve-Outs:**
 - LBO Retail Furniture Division
 - Sale of Retail Automotive Parts Subsidiary
- **Developed Strategic & Operating Plans:**
 - Home Services (HVAC Category)
 - Sears Online: Appliances & Beyond
 - Online/Offline Marketing Effectiveness
 - Credit Card Long Range Financial Plans
 - Interactive Marketing Solutions
 - Commerce Management / Logistics

