

# Kathleen Dulen

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Results-oriented and highly engaged buying, purchasing, and merchandising professional. Committed to delivering high-quality work. Gifted at building and maintaining productive relationships internally and externally. Experienced in supporting and executing strategies in-store and online. Strong ability to partner with others to accomplish goals and move the business forward. Passionate about building category expertise and monitoring retail trends.

Retail Category Knowledge  
Procurement  
Inventory Management

Product Research & Development  
Teamwork & Collaboration  
Skilled Problem Solver

Strong Negotiation Skills  
Merchandising & Pricing  
Flexible & Adaptable

## PROFESSIONAL EXPERIENCE

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**Kennicott Wholesale**, Chicago, IL  
Flower Wholesaler for Midwest

**August 2021-Current**

### **Flower Buyer for Twin Cities, MN and Dayton, OH locations.**

Responsible for all purchasing. Personally manage negotiations with vendors and growers in the U.S., Canada, Europe, the Netherlands, Colombia, Ecuador.

**Native Wholesale**, Lombard, IL

**2000 – February 2021**

Flower bouquet company producing and selling flowers and arrangements to regional supermarkets and national retailers.

### **Senior Buyer & Regional Sales Manager, 2010 - 2021**

- Manage purchasing and product development strategy on behalf of key clients including Costco, Trader Joe's, Jewel Osco, Spartan, Bueller's, Pete's Supermarket, and Fresh Thyme.
- Direct all purchasing and personally manage negotiations with vendors. Maintain relationships with farms and vendors in the U.S., Canada, Europe, the Netherlands, Colombia, Ecuador, Guatemala, and China.
- Oversee Costco's merchandising program. Manage one sales staff member and merchandising team of 9 district managers and 160 merchandisers covering 87 retail locations.
- Directly contributed to company sales growth from \$3 million to nearly \$60 million.
- Increased profit margins by 15% through maximizing new product introductions.
- Order inventory and purchase products to support product development and fulfillment.
- Create weekly, quarterly, and annual sales projections, along with holiday-based projections.
- Optimize pricing and profit by negotiating with vendors and by balancing business and client objectives.
- Oversee all product and packaging design from concept to completion for flower bouquets and arrangements.

### **Operations Manager, 2000 - 2010**

- Directed day-to-day operations focused on attainment of key business metrics, continuous improvement initiatives.
- Supervised a 6-member management team with 70 related direct reports.
- Managed operations across the full product development lifecycle for flowers and hard goods. Led concept design, feature definitions, and production support for all new product offerings.
- Executed physical relocation of 60,000 square foot facility, including design of floorplan, wiring, and furniture placement while maintaining workload and efficiency during the actual move.
- Created financial sales forecasts and goals, including inventory plans for assigned areas/categories.
- Evaluated market trends, historical data, and customer behavior to improve items and design new, on-trend products.
- Evaluated upcoming program plans to forecast expected resource and inventory needs.
- Developed and implemented daily operations plans such as delivery routes and employee assignments.
- Oversaw production to ensure product specifications, quality standards, deadlines, and deliveries were met.

## TECHNICAL SKILLS & PROFICIENCIES

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Microsoft Office Suite

## EDUCATION & CERTIFICATES

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Mallinckrodt College | Paralegal Studies | Wilmette, IL