



TITLE OF JOB: Head of Retail

LOCATION: Florida

SUMMARY:

We are seeking a highly driven, commercially focused Head of Retail to lead and maximize sales performance across retail while maintaining exceptional people and customer experience.

The Head of Retail is an integral part of the Retail department and is accountable for unlocking full revenue potential across a portfolio of 200+ retail locations by driving disciplined sales execution, operational excellence, and leadership effectiveness. The Head of Retail operates with a strong sense of ownership, acting as the business owner for the market with a self-directed, entrepreneurial mindset.

The successful leader will balance an intense focus on results with a commitment to building high-performing teams and delivering a best-in-class customer experience—ensuring sustained growth without compromising culture or service quality.

RESPONSIBILITIES:

Sales Performance & Revenue Growth

- Maximize sales potential across all locations through rigorous execution of sales strategies, KPIs, and performance management
- Lead with an ownership mindset, holding self and team accountable for delivering and exceeding revenue targets
- Identify performance gaps and quickly implement targeted, data-driven action plans
- Drive forecasting, budgeting, and planning with a strong focus on exceeding financial goals
- Leverage market insights, competitive intelligence, and customer trends to accelerate growth

Ownership & Entrepreneurial Leadership

- Operate with full ownership of the retail business, making proactive, independent decisions to drive results
- Curious, resourceful and resilient leader that thrives in a fast paced and evolving business
- Demonstrate a self-directed, entrepreneurial approach to problem-solving, innovation, and continuous improvement
- Build a culture of accountability, urgency, and ownership at all leadership levels

Leadership, Talent & People Experience

- Lead, coach, and develop Regional and Area Sales Managers to consistently deliver strong business outcomes
- Assess, elevate, and strengthen leadership talent across the organization, ensuring the right people are in the right roles
- Build a strong succession pipeline and continuously upgrade organizational capability
- Foster an engaged, high-performance culture that balances results with employee experience and retention

Customer Experience Excellence

- Champion a customer-first mindset across the retail organization, ensuring a seamless and differentiated experience
- Ensure alignment between sales execution and customer experience to drive both short-term performance and long-term loyalty

Retail Strategy Execution



- Execute enterprise retail strategies across marketing, merchandising, product mix, and operations with a focus on driving measurable results
- Partner with Learning & Development, Training and Retail Operations partners to build scalable, high-impact training and processes that improve sales productivity and leadership effectiveness
- Ensure consistent execution of retail standards across all locations

Field Leadership & Market Presence

- Actively visit retail locations across the state on a regular basis to assess business performance and validate execution of strategies
- Engage directly with teams in the field to teach, coach, and reinforce expectations
- Use in-market observations to inform strategic decisions and drive continuous improvement
- Maintain a consistent travel rhythm across the retail markets to ensure visibility and leadership presence

Cross-Functional Collaboration

- Partner with Marketing, Operations, HR, Retail Planning, and executive leadership to align priorities and accelerate performance
- Lead retail performance discussions in business reviews, providing clear, data-driven insights and recommendations

Operational & Financial Discipline

- Own full P&L for the retail markets, balancing aggressive revenue growth with disciplined cost management
- Optimize resource deployment, staffing, and travel to maximize productivity and efficiency
- Drive operational consistency and continuous improvement across all locations

REQUIREMENTS:

- Bachelor's degree or advanced degree in Business or related field
- 15+ years of progressive leadership experience in retail or multi-unit sales management
- Proven ability to drive significant revenue growth and outperform sales targets
- Demonstrated success balancing strong financial results with positive employee engagement and customer experience outcomes
- Experience leading and developing large, geographically dispersed teams
- Strong business acumen with expertise in sales strategy, performance analytics, and execution
- Entrepreneurial mindset with a high level of ownership and accountability
- Exceptional leadership presence with the ability to influence at all levels of the organization
- Experience with retail sales technologies and CRM systems
- Strong communication, collaboration, organizational and analytical skills

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

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