

ARIC H. MORRISON

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REGIONAL OPERATIONS EXECUTIVE

Financially tenacious Director of Business Operations with proven marketing successes in strategic brand growth and multi-site, multi-state, and national retail operations management. Accomplished in delivering top financial results for shareholders. Highly respected as an industry professional, known for ability to foster collaboration across business units and form highly successful leadership teams. Proficient in driving business growth while nurturing vendor relationships on local, regional, and national levels.

Operations Management: Over nine years of successful executive leadership, earning top financial results throughout the chain. Created and implemented programs designed to meet all corporate financial objectives. Fostered brand growth via sales and margin initiatives while instituting aggressive expense control disciplines. Proven business acumen interpreting P&L data and creating successful business unit strategies via sales growth, maximizing margins, containing costs, and driving net income.

Process Improvement: Led improvements in business unit work force efficiencies through assessing and analyzing regional/organizational operations metrics. Developed initiatives to drive business productivity and exceed corporate plan objectives. Created supply chain, loss control, labor, and speed to market programs designed solely to reduce cost and increase revenues.

Leadership: Effectively recruited and trained staff to support brand growth and business development. Reduced turnover, improved employee morale and increased engagement. Blueprinted corporate social responsibility platforms to facilitate goodwill within the various communities.

Brand Marketing: Twenty-five years of experience in multi-site, regional, and national marketing efforts that resulted in top line financial business growth. Excellent at creating brand and product marketing initiatives designed to support multiple business units and enabling business unit to increase customer base to achieve sustainable sales and margin contributions.

PROFESSIONAL EXPERIENCE

HESS CORPORATION, New York, NY

2000-2013

A leading Global Independent Energy Company engaged in the exploration and production of crude oil and natural gas and the marketing of refined petroleum products, natural gas, and electricity. Hess Express is an East Coast convenience store chain with over 1,400 retail locations and more than 8,000 employees.

Executive Director Regional Business Operations, New England (2004-2013)

Reported to the President of Retail. Total P&L accountability for a successful business entity of 151 New England Hess/Hess Express gasoline and convenience retail locations. Successfully turned around a poor performing entity by transforming the culture, increasing collaboration and commitment to results, and uniquely celebrating shared successes.

- Improved total Net Income contribution to shareholders by 23MM.
- Drove Net Operating Margin by 163% , achieving multiple profit and loss targets consecutively.
- Executed 47% top quartile chain growth in same store sales in excess of \$150MM annually.
- Increased total margin dollar contributions for nine consecutive years ranging from \$17MM in 2004 to \$41MM in 2012, representing a total increase of 48% in same store sales.
- Doubled annual fuel sales to over \$1B while increasing fuel volume per outlet by 23%.
- Created and executed an expense control disciplined program designed to maintain or reduce overhead costs while optimizing workplace efficiencies, costs driven down for 6 consecutive years.
- Strategically targeted and coordinated the development of new retail brand growth in the Northeast by aggressively growing the business footprint from 83 to 151 retail locations via rebuilds, real estate property development, and various chain acquisitions.
- Cultivated communications externally to create long lasting partner relationships with suppliers that drove sales and margin dollars for the region and respective business entities.
- Designed local sales initiatives that routinely produced top quartile performance results with partners.

- Embodied community involvement through the creation of multiple corporate social responsibility platforms that included relationships with the Boston Red Sox, NESN, Dana Farber, Boston Children's Hospital, Best Buddies, Hasbro Children's Hospital, Boston Bruins Foundation, Juvenile Diabetes Research Foundation, March of Dimes, St. Jude's Children's Research Hospital.
- Awarded the Hess Corporation Chairman's Award for Safety Excellence in 2012. Delivered the lowest OSHA TRIR in the history of the region as well as lowest in all of retail at 0.31%.
- Honored in 2010 to represent the face of Hess' global core value of "Independent Spirit." Recognized for the positive culture created within the region. Subsequent video shoot and media story ensued.

Category Marketing Manager, Woodbridge, NJ (2003-2004)

Constructed marketing programs designed to provide sales and margin growth support for the entire convenience store chain comprised of 900 retail locations on the East Coast. Acted as a liaison between national business partners and the retail field.

- Launched new telecommunications category for chain that realized sales and margin growth in first two years of \$35MM and \$4MM respectively, earning top account status in country with system provider.
- Negotiated contracts and business proposals representing 17 retail categories and 22 business partners, focused on increasing revenue and driving repeat transactions nationally.
- Aggressively rolled out marketing campaigns locally and nationally, ranging from retail site display prototype creations, marketing concepts and designs, loyalty programs, and consumer contests to site level team incentives.
- Facilitated relationships with business partners to jointly create programs that generated excitement while driving greater financial returns.
- Leveraged national purchasing opportunities to increase consumer awareness and grow retail sales and margin dollar opportunities throughout Hess Express locations in over 10 states.
- Oversaw special project initiatives designed to provide marketing support for branding relationship opportunities with The US Open, Universal Studios Orlando, and Walt Disney World Theme Parks.

Territory Market Leader, Allentown, PA and Woodbridge, NJ (2000-2002)

Assumed complete financial responsibility for a territory of 12 retail Hess Express locations including managing and motivating a staff of 130 employees.

- Steered the territory from worst to first place in accomplishing its quarterly financial plan objectives.
- Exceeded Net Operating Margin by over \$400M the first year, and by over \$600M in the second year.
- Promoted to Senior Territory Market Leader after first year in role. Assumed additional responsibilities to support peers with Environmental, Safety, and Loss Control acumen throughout the region.
- Requested by the President of Marketing to assume the responsibilities of managing the most high profile "prototype" territory in the company, located at the Woodbridge NJ headquarters.
- Acted as a conduit to the corporate office and the field to share information and test new programs, products, and business initiatives in the territory on behalf of the chain.
- Promoted to Category Marketing Manager after second year in Territory Market Leader role.

STAFFORD OIL CO/GEO C. STAFFORD AND SONS, Laconia, NH

1986-2000

Wholesale Distributor/Branded Retailer Representative

E D U C A T I O N

Korn Ferry – Executive Leadership Essentials, DUKE UNIVERSITY, Durham, NC (2010)

PLYMOUTH STATE UNIVERSITY, Plymouth, NH

Master of Business Administration (MBA), Business Managerial Economics (3.8 GPA)

Bachelor of Arts (BA), Business Administration, Management and Operations, Mathematics Minor
Deans List Honors, Presidents List Honors