

Barry Gernstetter

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Executive Profile

President • Vice President Sales • Strategy Manager • Global Supply Chain Project Manager

Executive Summary

Entrepreneurial decisive solutions focused business executive seeking post-retirement position with accomplished experience achieving sales, profit, and market growth objectives, identifying areas for improvement, influencing change, achieving operational efficiencies through developing strong internal/external relationships.

Core Competencies

- Sales and Marketing
- Customer Service
- Business Acumen
- Project Management
- Business Planning
- Revenue Growth Management

Professional Experience & Achievements

Assistant Store Manager

Levi Strauss & Co. – Destin, FL • October 2021 to December 2021

- Increased Holiday sales + \$35K

Apparel Lead

Bass Pro Outdoors, Cabelas – Rogers, AR • November 2019 to March 2020

- Increased December sales + 16.6%

Real Estate Sales Professional

Coldwell Banker Premier Group – St. Louis, MO • March 2011 to September 2016

- Produced \$2M in referral sales 2013
- Achieved top sales agent award February 2012

President, Commercial Division

Propper International, Inc. – St. Charles, MO • January 2008 to April 2009

- Increased top line sales 13% and improved gross profit 5%
- Created distributor financial model and generated \$3M in revenue
- Implemented line review process and reduced inventory \$1M

Vice President of Sales

DDK International – Montreal, QC, Canada • February 2006 to July 2007

- Boosted sales revenue \$3M
- Developed product selection, strategic pricing, and managed negotiations
- Trained staff on product development process and Retail Link®

Apparel Buyer

Walmart – Bentonville, AR • August 2003 to January 2006

- Increased top line sales \$13M grew gross profit 3.5%
- Increased direct import volume 29% and improved gross margin 2%
- Earned 2nd Quarter Buying Team Award 2005 achieving a 10% sales increase

Strategy Manager/Project Manager

Walmart – Bentonville, AR • March 2000 to August 2003

- Launched a new \$250M fashion apparel business
- Designed, executed, and delivered apparel strategy and project plan with Levi®
- Developed and piloted direct ship project and negotiated a 20% cost reduction
- Piloted, and delivered Fashion Express, saved \$11.2M in distribution/store costs
- Developed Buyer Assortment Planning Tool annualized savings \$ 9.3M
- Achieved \$7M annualized savings in direct to store distribution project

Volunteer Experience

- Judged Arkansas state forensics tournament 2017
- Served as Chairman, Chair Elect, and Vice Chair Government Affairs
West St. Louis County Chamber of Commerce - St. Louis, MO • 2011 to 2015
- Member Destin FL Area Chamber of Commerce – Destin, FL • 2011 to 2015

Education

Associates, Business Management, Three Rivers Community College