



LINDA ACHTERBERG

CONTACT INFORMATION



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Minneapolis, MN

EDUCATION

M.B.A., Carlson School of Management | University of Minnesota | May 2015

B.A. Economics | University of Wisconsin-Madison | May 2007

KEY SKILLS

- Multi-site P&L ownership
- Strategic planning
- Leadership development
- Succession planning
- Capital planning and remodels
- Workforce analytics
- Labor relations
- Mergers and integrations
- Tableau and Power BI
- Board and exec-level reporting

ABOUT ME

Senior operations leader with 17 years across multi-site retail and field services. Currently responsible for 11 locations, 480 employees, and a \$62M revenue plan. Known for turning around underperforming districts and building leadership pipelines.

PROFESSIONAL EXPERIENCE

DIRECTOR OF FIELD OPERATIONS | LAKESHORE SERVICE PARTNERS, MINNEAPOLIS, MN
FEBRUARY 2020 - PRESENT

- Lead 11 branches across MN, WI, and the Dakotas; own a \$62M revenue plan and EBITDA target.
- Delivered 13.4% revenue growth in FY24 against a 7% plan while holding labor cost ratio flat.
- Restructured the area manager layer from 6 roles to 4, saving roughly \$410K annually without coverage loss.
- Built and rolled out a 12-week branch manager development program; 7 of 9 graduates promoted within 18 months.
- Sponsor the regional safety council; lost-time incidents are down two years in a row.

DISTRICT MANAGER | HALBERD RETAIL HOLDINGS, ST. PAUL, MN
SEPTEMBER 2016 - JANUARY 2020

- Managed 8 stores and roughly 240 associates across the Twin Cities district.
- Took the district from bottom-quartile to top-quartile on the company scorecard in 14 months.
- Partnered with HR on a new hiring rubric that cut 90-day turnover from about 38% to 22%.
- Owned the district's capital request process; secured funding for 3 store remodels.
- Selected for the corporate succession-planning panel two years running.

STORE MANAGER | HALBERD RETAIL HOLDINGS, BLOOMINGTON, MN
JUNE 2012 - AUGUST 2016

- Ran a \$9.2M volume flagship with 55 associates and 4 department managers.
- Top-store award in the region in 2014 and 2015 based on comp sales and customer scores.
- Piloted the company's first endless-aisle program, later rolled to 80+ stores.
- Coached two department managers into store manager roles.