CE

Catherine Evans

Retail Manager

District manager overseeing 14 stores across Tennessee and northern Alabama with combined annual volume above $72M. Fifteen years in multi-unit retail spanning apparel, home, and grocery formats. Known for building store-manager benches and bringing underperforming districts back to plan.

Contact Information

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Key Skills

- Multi-unit P&L (14+ stores)
- District-level forecasting
- Succession planning and SM bench
- Loss prevention strategy
- Labor model design
- New store openings and remodels
- Cross-functional partnership (merch, AP, HR)
- Reflexis and Workday
- Union and non-union workforce experience
- Quarterly business reviews

Professional Experience

DISTRICT MANAGER | BRIGHTLAWN HOME & OUTDOOR, NASHVILLE, TN
2020 - PRESENT

- Lead 14 stores, 380+ associates, and $72.6M in annual sales across TN and AL.
- District finished FY24 at +7.8% comp, ranked 2 of 19 nationally.
- Promoted 9 store managers from within during my tenure; 6 still leading top-quartile stores.
- Cut district shrink by 42 basis points through audit cadence changes and AP partnership.
- Sit on the regional merchandising council; influenced spring assortment for the Southeast.

DISTRICT MANAGER | COBALT SPORTING GOODS, CHATTANOOGA, TN
2017 - 2020

- Oversaw 11 stores and $48M in volume across two states.
- Took district from bottom 25% to top 10% within 18 months.
- Rebuilt the SM bench: replaced or developed 7 of 11 store leaders in first year.
- Led the close of 2 underperforming stores and reallocated payroll to higher-volume locations.

STORE MANAGER | COBALT SPORTING GOODS, KNOXVILLE, TN
2014 - 2017

- Ran the highest-volume store in the region: $9.3M annual.
- Three straight years of positive comp; FY16 finished +9.4%.
- Selected as District Manager in Training mentor for two cohorts.
- Led the grand reopening after a 6-week remodel, hitting reopen-week sales plan by 118%.

ASSISTANT STORE MANAGER | RIVERBEND GROCERY GROUP, KNOXVILLE, TN
2011 - 2014

- Supported a 24/7 grocery location with 95 associates and $18M volume.
- Owned the perishables P&L; brought department shrink under 2.4% for the first time in store history.
- Promoted to Store Manager candidacy program in 2013.

Education

- B.B.A. Management, University of Tennessee, 2011
- Multi-Unit Leadership Certificate, Cornell SC Johnson School, 2019