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Robert (Bobby) Cole

Strategic Sales Leader | Transformation/Enablement

SUMMARY

Strategic Project and Business Enablement Leader with a track record of improving performance, data accuracy, and operational efficiency across multi-unit retail and healthcare operations. Adept at leading cross-functional initiatives, managing enterprise change adoption, and translating insights into measurable EBITDA growth.

KEY SKILLS

- Strategic Project Management
- Business Process Improvement
- Data Analytics & KPI Tracking
- Cross-Functional Leadership
- Talent & Succession Planning
- Operational Optimization
- Change Management
- Onboarding & Training Strategy
- Leadership Enablement
- PowerBI Dashboarding
- Workflow Automation
- Program Evaluation

TECHNICAL SKILLS

Tools: PowerBI, Microsoft Excel, Microsoft Loop, Smartsheet, HRIS/Learning Talent Management Systems (LTMS)

Platforms: Microsoft 365 Suite, Workday, SharePoint

Specialties: Data Visualization, Workflow Automation, Dashboard Development, Training Design

PROJECTS

Project 1:

BYOMA Skincare Training Curriculum (Sephora Account) | Portfolio [Link](#)

- Developed training materials and facilitator guides to strengthen Sephora consultant brand expertise and sales effectiveness

Project 2:

No7 Match Made Digital Consultation Quiz | Portfolio [Link](#)

- Designed QR-based shade-matching tool to replace discontinued testers, maintaining accuracy and engagement

Project 3:

PROFESSIONAL EXPERIENCE

Founder & CEO

Oct '25 - Present

IVY & ONYX LLC

Chicago, IL

Luxury beauty and home fragrance brand specializing in natural, small batch, and private label skincare.

- **Founded and developed an e-commerce platform** curating natural, minority owned home fragrance and beauty brands, **overseeing end-to-end digital commerce strategy** and customer experience
- **Created and launched a private label** skincare line under IVY & ONYX, leading product conceptualing, formulation direction, packaging design, and brand positioning
- **Built and executed a B2B wholesale strategy** for salons, spas, and apothecaries, including prospecting, pitch development, pricing strategy, and **relationship management**
- **Managed multi-channel relationships** across prospective wholesale partners, existing vendors, and **direct-to-consumer customers** to drive long-term brand loyalty and repeat sales
- **Led all brand design and creative direction**, including website development, private label packaging, vendor aesthetic alignment, and visual merchandising standards
- Conducted product education and **consultative sales training sessions for estheticians and retail teams**, translating formulation benefits into effective consultative selling tools

Business Enablement & Organizational Strategy Lead

Nov '24 - Present

Walgreens Co.

Chicago, IL

Fortune 20 retail pharmacy and healthcare company operating 8,000+ locations across the U.S.

Strategic Program Leadership

- Led cross-functional **Store Optimization Program** across 100+ retail locations, combining upskilling, safety prioritization, and interior refreshes to recover underperforming sites, resulting in a **10% lift in at-risk store EBITDA** and removal of 12 stores from the closure pipeline
- Guided the regional **Specialty Pharmacy portfolio** to deliver targeted seminars for Pharmacy Managers; drove a **10% regional EBITDA increase** through operational education and process alignment
- Served as **regional Change Adoption Champion**, guiding rollout of enterprise AI scheduling platform and Microsoft Loop, achieving **75% adoption in 90 days** and cutting internal email volume

HR Strategy & Talent Development

- Functioned as an interim **HR Business Partner** for six months, connecting business enablement to people strategy and improving talent readiness scores by **25%**
- Designed and delivered **leadership development workshops and onboarding** for all Area Directors, District Managers, Analysts, and Beauty Supervisors, cutting ramp-up time by **33%**
- Partnered with HRIS and Learning & Development teams to **audit and clean 100% of leadership curriculum data** in LTMS, correcting coding and systemic errors to restore program accuracy and eligibility alignment

Data-Driven Enablement & Process Improvement

- Created **PowerBI recruitment dashboards** to track hiring pipeline health and district-level exceptions; reduced reporting lag by **50%** and improved headcount accuracy by **100%**
- Reinvented the **regional recruitment meeting structure** to shift monthly conversations from status-based to results-based, reducing time-to-fill by **20%**
- Balanced 6+ concurrent enterprise projects with **100% on-time delivery**, aligning field execution to national business priorities

Regional Beauty & Wellness Director

Aug '23 - Nov '24

Walgreens Boots Alliance

Chicago, IL

Strategic Leadership & Program Execution

Leadership Curriculum Audit & Data

Integrity Project

- Corrected LTMS coding errors, improving program completion tracking accuracy by 45%

Project 4:

Recruitment Analytics Dashboard (PowerBI)

- Weekly refreshed dashboard identifying staffing gaps, reducing reporting lag by 50%
- Highlighted outliers and helped find week-over-week trends for rapid action

- **Oversaw 650+ locations**, driving regional sales, labor optimization, and talent engagement within the Beauty & Wellness division
- **Spearheaded the post-COVID relaunch** of the Beauty Differentiation Program, achieving **double-digit sales growth** in pilot markets and positioning the region as the **#1 sales territory nationally**
- **Transformed goal ambiguity into measurable accountability** by implementing a minimum daily sales benchmark and retraining field teams on performance ownership

Talent Development & Enablement

- **Architected and facilitated regional education workshops** and quarterly summits that upskilled **300+ Beauty Consultants, Area Experts, and Store Leaders** in consultative selling and brand storytelling
- **Engineered my own US-based Makeup Artistry Academy** by visiting program leaders in London, with a focus on upskilling consultants in advanced artistry, and selling techniques that **reversed negative sales trends and stabilized category performance to flat** while peers faced double-digit losses

Cross-Functional Project Leadership & Process Improvement

- Partnered cross-functionally with Finance, Marketing, HR, and Pharmacy to integrate beauty initiatives into broader regional strategies
- **Implemented PowerBI and Excel dashboards** to track Beauty & Wellness staffing, payroll, and training KPIs, uncovering misuse of allocated program hours; enforced compliance processes that **drove 100% payroll adoption and accurate labor utilization**.
- **Owned national event reporting through SAP Business Objects**, monitoring day-over-day sales for vendor-funded programs, **reducing reporting time by 2 weeks** and enabling rapid intervention from Area/District leadership

Area Beauty & Wellness Expert

May '16 - Aug '23

Walgreens Boots Alliance

Houston, TX | Chicago, IL

- Supported **55 retail locations** partnering with store and district leaders to drive beauty sales, improve merchandising execution, and implement early phases of the **Beauty Differentiation Pilot Program**.
- Facilitated product education and consultative selling workshops that contributed to a **30% lift in cosmetic category sales**, while mentoring Beauty Consultants and Area Trainers for future leadership roles
- **Created an Advanced Makeup Artistry Workshop** in collaboration with an external makeup academy to teach artistry techniques to increase business performance of field team by increasing comfortability of consultative selling, **resulting in being #3 out of 47 territories in Global Brand sales**

EDUCATION

Bachelor of Science, Digital Marketing

Jul '22 - Jul '25

Rasmussen University

Chicago, IL

Posses a letter of recommendation from Capstone professor for exemplary performance during course

- GPA: 3.8 - Summa Cum Laude

Key Coursework: Marketing Analytics • Project Management • Organizational Strategy • Data Visualization • Digital Advertising

Additional Recognition: Possesses a **Letter of Recommendation** from Capstone Professor for **Exemplary Performance and Leadership** during final course project

CERTIFICATIONS/TRAINING

- Social Media Marketing System – René Lacad's Rockstar Marketing (30+ hours)
- Certiport Certified Microsoft Office Specialist (2009)
- Licensed Cosmetologist (2014)
- Certified Pharmacy Technician (2012)

ADDITIONAL INFORMATION

- Strong written and interpersonal communication skills
- Passionate about client relationships, sales, and sales education to any product or service

REFERENCES & REFERRALS

Rachael Rodman | Senior Director, Field Pharmacy & Retail Operations | Walgreens Co.

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Dov Lang | Director of Operations | National Veterinary Associates | dovlang@gmail.com | 989-330-3857

Jeff Lewis | Capstone Professor | Rasmussen University | Jeff.Lewis@rasmussen.edu | 630-414-0590