

Jeff Pidcock

Retail Store Leader

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Summary

Assistant Retail Manager with 14 years in high-volume, service-driven retail, currently at Little Caesars Arena and previously a Retail Sales Manager with REI, including acting Store Manager and a new-store opening. Proven at building accountable teams and hitting store targets: cut shrink 6% year-over-year, delivered 10% labor savings on physical inventory, and led REI nationally in store fulfillment rate. Experienced in appointment-based service revenue, escalated guest recovery, and event execution under pressure. Software-development background sharpens scheduling, reporting, and process improvement.

Core Competencies

Store Operations & P&L • Team Leadership & Coaching • Hiring, Onboarding & Performance Improvement Plans • New Store Openings • Shrink & Asset Protection • Labor Scheduling & Productivity • Inventory Control & Supplier Coordination • Services & Appointment-Based Sales • Escalation & Customer Recovery • Events & Visual Merchandising • Training Design • KPI Analysis & Financial Reporting • Workforce & POS Systems • Office 365, Python, SQL

Professional Experience

- Delaware North - Team Store, Little Caesars Arena**, Assistant Retail Manager Detroit, MI
Apr 2024 – present
- Co-lead daily operations and financial reporting for a high-volume arena retail store serving 18,000-guest event nights across NHL, NBA, PWWHL, and concert schedules.
 - Supervise, schedule, and train a team of 50 unionized associates and leads; staff to event demand and validate task completion.
 - Own escalated guest resolution across in-store, phone, and online channels for an e-commerce storefront, including billing disputes, defective-merchandise exchanges, and international shipments.
 - Lead the store's guest-service program using the SERVE framework (Sincere apology, Empathize, Resolve, Verify, Exceed) and coach associates on fit guidance and guest recovery.
 - Run concert-night merchandise operations end to end: count-out to remote stands, live replenishment, count-in, and settlement with touring merch reps.
 - Manage inventory control in NetSuite SuitePOS/ERP, including cycle counts, stock audits, supplier coordination, and jersey inventory exposure tied to roster changes.
 - Design and lead location-specific associate training covering policy, safety, sizing, and event-day procedures.
 - Execute in-store events, limited souvenir drops, pop-ups, and boutique-style displays in partnership with marketing and the Ilitch Sports + Entertainment creative team.
- Bosch**, Associate Application Developer Plymouth, MI
Aug 2022 – Apr 2024
- Completed a 12-month US DOL registered apprenticeship in software development while contributing to a successful hardware module launch.
 - Debugged and resolved software defects, participated in code reviews, and authored technical documentation that streamlined team onboarding.
 - Worked in Agile sprints, contributing to planning and backlog grooming to hit delivery deadlines.
- REI Co-op**, Retail Sales Manager Billings, MT
Jan 2020 – July 2022
- Helped open the new Billings store during COVID-19, hiring and onboarding an entirely new staff and standing up inventory processes ahead of the July 2020 opening.
 - Served as acting Store Manager during the Store Manager's sabbatical.
 - Led hiring, onboarding, coaching, and performance improvement plans for a sales floor of 40 associates and leads.
 - Grew store fulfillment rate from 89% to 98% year-over-year, ranking #1 company-wide and improving customer satisfaction.
 - Partnered with Asset Protection to redesign procedures, cutting shrink 6% year-over-year.
 - Led physical inventory, delivering 10% labor savings through streamlined planning and execution.
 - Built daily sales, labor, and membership tracking with the Store Manager that gave the store year-over-year comparisons for annual budget planning.
- REI Co-op**, Retail Sales Manager (Temporary) Northville, MI

- Served as store point person for a full-store remodel, coordinating between staff, the headquarters construction team, and contractors, with a feedback channel that kept the whole team involved. July 2019 – Dec 2019
- Coached associates on policy, sales technique, and co-op values, and carried out performance plans and terminations when coaching fell short.
- Used store KPIs to find sales opportunities and focus the team on them.
- Ran the end-of-year physical inventory, finding budgetary savings through creative scheduling and proactive planning.

REI Co-op, Sales Lead, Key Holder

Northville, MI

- Built a Personal Outfitting Experience into an appointment-driven service line, generating 60 bookings and \$37k in revenue in its first quarter. Nov 2017 – July 2019
- Led two major floor-set changes, the Impulse Queue rollout and the Climb Clothing test, driving 18% and 43% year-over-year sales increases for March.
- Designed and delivered a six-day Product of the Week huddle curriculum that turned product training into sales-ready knowledge.
- Opened the store as Key Holder, ran morning huddles and break schedules, and led the 2018 physical inventory team.
- Mentored associates on core competencies and personal goals, developing sales staff into Sales Lead roles.

REI Co-op, Retail Sales Specialist

Ann Arbor, MI

- Cross-trained in customer service, stock room, store inventory fulfillment, and bike shop assembly; trained incoming customer service associates. July 2016 – Nov 2017

Damark Marine, Sales, Parts, and Service Manager

Gibraltar, MI

- Managed service and repair orders, procurement, and a parts inventory of more than 10,000 SKUs to ensure timely customer service. Jan 2011 – July 2016
- Onboarded a second major engine supplier, expanding service offerings and increasing sales.
- Implemented a POS system change that reduced paperwork and improved inventory management efficiency.

Awards

- REI Anderson Award | 2019 | The co-op's highest employee honor, selected by coworkers

Education & Certifications

- US DOL Registered Apprenticeship - Application Developer | 2023 | ID MI2022004195
- High School Diploma | Oscar A. Carlson High School, Gibraltar, MI | 2007

Availability

Full-time, open availability including evenings, weekends, and holidays. Authorized to work in the US for any employer.