

CHRIS BRENNAN

RETAIL OPERATIONS LEADER

Portage, Michigan | Open to regional travel | (269) 808-0491 | cbrennan2120@gmail.com | chrisbrennan.net | LinkedIn

26+ YEARS IN ANIMAL-FOCUSED RETAIL | \$3M+ ANNUAL STORE SALES | 90%+ AVERAGE NEIGHBOR READY REVIEW | #1 FRANCHISE CUSTOMER-LOYALTY AVERAGE IN 2016

EXECUTIVE SUMMARY

Retail operations leader with more than 26 years in animal-focused retail. Launched the Battle Creek Pet Supplies Plus franchise location and developed it into a \$3M+ annual operation through clear standards, hands-on team development, disciplined execution, and lasting community partnerships. Pursuing a district, area, or multi-unit leadership opportunity in Southwest Michigan with regular regional travel.

CORE LEADERSHIP STRENGTHS

Retail Operations | Team Development | Store Management | Customer Experience | Performance Management | Process Improvement | Inventory Management | Merchandising | Training and Development | Loss Prevention | Hiring and Onboarding | Community Engagement

PROFESSIONAL EXPERIENCE

PET SUPPLIES PLUS | Store Team Leader | Jan 2012 - Present

FOUNDING LEADER - BATTLE CREEK FRANCHISE LOCATION

- Led the Battle Creek franchise location from pre-opening preparation through launch and ongoing operations, coordinating with franchise ownership, contractors, vendors, and the Pet Supplies Plus corporate setup team.
- Helped assemble fixtures, establish merchandising layouts, place initial product orders, prepare opening inventory, and build store-level policies and routines within the franchise framework.
- Lead all aspects of a \$3M+ annual retail operation, including team leadership, customer experience, merchandising, inventory, animal-care standards, loss prevention, facilities, and daily execution.
- Built the store team from the ground up and have led the hiring, onboarding, and development of every employee at the location since opening.
- Built strong management continuity: an assistant manager has served at the location since opening, and two employees advanced from cashier into leadership roles with 13+ and 6+ years of service.
- Maintained a 90%+ average on Neighbor Ready Reviews since opening and led the first Pet Supplies Plus franchise location to achieve a perfect 100% score in 2019.
- Led the store to the highest average franchise SMG customer-loyalty score in 2016 among more than 200 franchise locations.

TRACTOR SUPPLY COMPANY | Assistant Manager | Jan 2002 - Jan 2012

- Supported daily operations, customer service, merchandising, inventory control, and team execution in a high-volume rural-lifestyle retail environment.
- Trained and coached team members, maintained standards, and coordinated priorities across the sales floor and back room.
- Built a strong operational foundation in physical inventory, product knowledge, problem solving, and customer-focused leadership.

EXPERIENCE, IMPACT & QUALIFICATIONS

QUALITY STORES | Sales Team Member | Oct 1999 - Jul 2001

- Built an early retail foundation through customer service, merchandising, product knowledge, and reliable execution in a fast-paced store environment.

WORKFORCE DEVELOPMENT & COMMUNITY IMPACT

- Sustained a 10+ year partnership with the Battle Creek Public Schools Work-Based Learning Program, helping high school students with developmental disabilities build workplace and social skills and hiring four participants into store roles.
- Participated repeatedly in Goodwill Connects mock interviews, job-readiness training, and summer internships for high school students, resulting in one participant joining the store team.
- Led a four-year partnership with The Arc of Calhoun County, coaching volunteers with developmental disabilities in workplace and social skills while they supported store upkeep.
- Worked with local rescue partners to support more than 100 kitten adoptions in 2025.

COMMUNITY LEADERSHIP

HUMANE SOCIETY OF SOUTH CENTRAL MICHIGAN | Board Member, Former Chair and Vice Chair | Nov 2019 - Present

- Provides nonprofit governance and community leadership in support of companion-animal welfare, education, adoption, and outreach.

RECOGNITION

- 2016 Franchise SMG Leader - Highest average customer-loyalty score on the franchise side of Pet Supplies Plus among more than 200 locations.
- 2017-2018 Volunteer Employer of the Year - Led the Pet Supplies Plus partnership recognized by The Arc of Calhoun County for inclusive job-skill opportunities.
- 2019 RISE Award - Recognized by The Arc of Calhoun County for supporting people with disabilities and treating every person with value and respect.

DIGITAL & AUTOMATION SKILLS

Python | PowerShell | Excel and VBA Automation | HTML/CSS | JSON Structured Data

Uses AI-assisted workflow design, prompt development, and rapid prototyping with OpenAI Codex and related tools to build practical reporting, documentation, and operational solutions.

EDUCATION

Kalamazoo Valley Community College | Business | 2003 - 2004