

THOMAS MCMILLAN

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EXECUTIVE PROFESSOR | DIRECTOR, CENTER FOR RETAILING STUDIES

Marketing executive turned academic with experience starting or transforming teams in an agile marketing context in retail, e-commerce, technology and services. Proven success and ability operating in a start-up, mid-market, or Fortune 50 enterprise organization in high growth, turnaround, and merger & acquisition environments with highly engaged teams. Demonstrated servant leadership while casting vision, motivating to win, and driving excellence in execution to achieve goals.

- ◆ Led marketing and merchandising at start-up of a private-equity backed retail brand, Tech-Zone, for Small Business and Consumer target audiences that grew to over 20 stores in 18 months and led to acquisition of parent Company by Office Depot.
- ◆ Directed a rescue effort to transform a fledgling beta into a growing B2B e-commerce platform, LowesForPros.com, poised to handle rapid user and revenue growth as general manager leading all digital commerce efforts.
- ◆ Created first onsite marketing/promotions team for Lowes.com (B2C) to drive rapid e-commerce sales growth in tight alignment with marketing seeing growth from \$300M to over \$1.5B while on leadership team.

PROFESSIONAL EXPERIENCE

Texas A&M University – Mays Business School, College Station, TX Director, Center for Retailing Studies | Executive Professor

Oct 2022-present

Lead the nation's first retailing center in a business school, founded in 1983, with a legacy of excellence in educating the next generation of leaders in retailing and related areas in marketing such as services. Responsible for recruiting students, generating center revenue, managing relationships with external constituencies, teaching retail-related courses, and otherwise promote the Center's mission.

ROARK Financial Solutions Inc., Newport Beach, CA (remote) Vice President, Marketing (2022-present)

Apr 2022-Sept 2022

After consulting with ROARK for over 12 months as their Fractional CMO and implementing a marketing strategy that helped them more than double revenue, joined as full-time VP of Marketing in spring 2022 to help drive growth into a national firm.

Triple Digits Group LLC, Waxhaw, NC Owner – Marketing Consultant (2020 – present)

Jan 2020-present

Created marketing consultancy working primarily in retail, hard goods, and services. Ongoing contract with professional NFL athletes transitioning from NFL to entrepreneurship in a teaching/coaching capacity. DigitalMarketer Certified Partner.

CompuCom Systems, Inc., Fort Mill, SC Head of Marketing – CompuCom / Vice President, Marketing & Product Management (2017 – 2019)

Feb 2016-Dec 2019

Led a marketing transformation for the \$1 Billion+ technology managed service provider (a wholly owned subsidiary of Office Depot). Reported to Sr. Vice President/Chief Product & Marketing Officer. Collaborated across C-Suite and VP-level across the organization on company initiatives, marketing plans and product roadmap. Marketing P&L responsibility. Lead team of 25+

- ◆ Launched Retail Industry solution in partnership with Apple, In-Store Selling Advisor, wrapping Apple technology and mobility partner applications with managed IT support services including NRF launch, product demos, sales training and customer facing sales presentations to solve for key industry pain point.
- ◆ Increased marketing sourced revenue by 400% while reducing overall marketing spend by refreshing brand, improving messaging, demand generation and campaigns, events and tradeshows, and product marketing.
- ◆ Achieved highest employee engagement score as leader of marketing organization exceeding both company and industry benchmarks - twice.
- ◆ Assumed leadership of product management organization in May 2019.
- ◆ Led marketing integration, synergy development and attainment with Office Depot after acquisition in November 2017.

Head of Marketing – Tech-Zone / Sr. Director, Retail Marketing & Merchandising (2016- 2017)

Lead start-up marketing efforts for new Small-to-Medium Business (SMB)/Consumer targeted brand, Tech-Zone, backed by T.H. Lee Partners who owned CompuCom. Reported to VP/GM of Tech-Zone. Marketing/Merchandising P&L responsibility. Lead team of 3.

- ◆ Established corporate branding, marketing strategy, in-store environment, merchandising and marketing plans to grow Tech-Zone from a pilot to over 20+ locations with dedicated sales teams generating millions in revenue.

PROFESSIONAL EXPERIENCE (CON'T)

- ◆ Created and executed digital strategy including initial website with a fully integrated marketing automation platform, chat, appointment scheduling and Sales Force CRM.
- ◆ Created marketing strategies and plans to create and scale tech services offering for an Amazon Business pilot including on-site merchandising and marketing and in-store plans for cross promotions.
- ◆ Piloted three Tech-Zone store-in-a-store concepts within Office Depot stores in Florida via partnership marketing resulting in eventual acquisition of CompuCom by Office Depot.

Lowe's Home Improvement, Mooresville, NC

Jan 2005-Jan 2016

Sr. Director/General Manager, Digital B2B Commerce - LowesForPros.com (2014-2016)

Appointed and promoted to general manager role for Digital B2B Commerce with a mission to rescue a fledgling beta platform with continual delays and customer issues to a state of stabilization and then launching the full e-commerce/e-procurement enabled platform. Reported to VP – Lowe's Digital. P&L responsibility of Digital B2B Commerce. Lead a matrixed team of 15.

- ◆ Reported to key business executives weekly (SVP of Omni-channel, VP of Lowe's Digital, and VP of Pro Services) and technology executives (CIO, VP of Digital Technology) on stabilization of platform, roadmap, customer issue resolution & commerce plans.
- ◆ Defined and prioritized experiences, features and functionality available to customers within both a stable pilot and a go-live platform for Digital B2B Commerce after in-depth review of pilot customer issues, customer feedback and defects.
- ◆ Launched and grew registered user base to over 20,000 B2B accounts as a mainstream web platform with millions in revenue in only six months after deploying launch marketing programs.
- ◆ Created Digital B2B Commerce plan including online experience, merchandising and marketing strategies while overseeing execution of the plan before and after launch of the site.
- ◆ Award: Who's Who in Digital Shopper Marketing and E-Commerce by the Path to Purchase Institute in 2015. (2nd time)

Director, Onsite Marketing & Online Promotions - Lowes.com (2011-2014)

Responsible for starting, building and leading a team for web marketing, online promotions, retail holiday events, consumer marketing initiatives and production on Lowes.com, Lowe's iPhone and Android applications, and mobile web. Executive partner to marketing function. Reported to Sr. Director – Digital Commerce. Lead team of 13.

- ◆ Grew Lowes.com business from \$300 million to \$1.5 billion+ while a member of leadership team and developing annual and seasonal promotional strategies, plans and tactics and moving Lowes.com from 91st to 36th in the Internet Retailer Top 500.
- ◆ Delivered \$62.5 million in annualized incremental revenue in 2014 by leading and sponsoring changes to operating model for online testing program inclusive of targeted and/or personalized digital experiences.
- ◆ Award: Who's Who in Digital Shopper Marketing and E-Commerce by the Path to Purchase Institute in 2014

Sr. Manager, Integrated Marketing (2010-2011)

Lead marketing planning for the annual and quarterly corporate marketing plan, including weekly messaging calendars, retail events, and media plans. Reported to Sr. Director – Marketing Planning. Lead one Marketing Planning Manager – Millennial Marketing.

- ◆ Generated over \$700 million in gift card sales after concepting and creating Lowe's Tax Refund Card and marketing plan.
- ◆ Launched Lowe's first Millennial-focused marketing plan including content & campaign for First Time Homebuyers – Home 101.

Sr. Manager, Product Marketing (2007-2010)

Managed marketing strategy and tactical execution of all product marketing plans to reach sales and margin goals for two merchandising divisions totaling over \$5.5 billion in sales. Reported to Director – Product Marketing. Lead two marketing specialists.

- ◆ Achieved improvement in draw rate improvement for Millwork in 9 of 11 quarters and 5 of 5 quarters in Hardware.
- ◆ Generated \$100 million+ in incremental sales and \$19 million in incremental margin while leading Lowe's marketing response to the 2008 U.S. Economic Stimulus Program.

Manager, B2B Customer Marketing (2006-2007)

Sr. Marketing Specialist (2005-2006)

Texas A&M University Athletic Department, College Station, TX

Fall 2003-Dec 2004

12th Man Team Rewards Program Marketing Coordinator (2003-2004)

EDUCATION

Master of Business Administration, Texas A&M University – Mays Business School, College Station, TX

Bachelor of Arts in Communications (Cum Laude), Newberry College, Newberry, SC.