

JACKIE LITTLE, RD, MBA

3727 N Wolcott #1 Chicago IL | Jaclyn.Lang@gmail.com | 847.644.0459 | LinkedIn [Profile](#)

SUMMARY

Marketing and innovation director for 8 years. Leadership experience in operations, retail, and nutrition for an additional 7 years. *Core competencies include:*

Program Innovation Strategy and Execution | Financial Analysis | Client Relationships
Menu Engineering | Promotion Analysis | Health & Wellness | Agency Management

PROFESSIONAL EXPERIENCE

Aramark – Correctional Services

Director of Food & Retail Innovation, 12/2019 to present

Develop and execute marketing and retail strategy for nationwide food & commissary business of 400+ locations. Utilize insights to develop, pilot, launch, improve retail programming for three customer segments. Retail business \$165MM.

- Grew retail food programs by 30% by adjusting product assortment, pricing adjustment, and marketing collateral.
- Developed and executed tiers of staff dining solutions inclusive of menu, aesthetic environment design, technology, and equipment to improve retention and new clients.
- Launched cashless self-checkout for staff dining channel accounting for \$3.9MM in incremental revenue in last 12 months.
- Won largest Corrections account of \$80MM. I contributed proposal of \$3.5MM investment in technology for staff dining and Micromarket services across 70 facilities. Released RFP for vendors to bid on fabrication and installation services.
- Design, propose, and standardize the installation of Micromarket channel as staff amenity, growing to 31 locations.
- Initiated and led improvement of inmate ordering kiosk UX, health and wellness filtering, and promotional capabilities resulting.
- Implemented feedback loop for correctional staff across all accounts. Translated survey data into site specific and broad innovation for business.
- Directed vertical retail growth in Visitation channel enabling visitors to share a freshly prepared meal with loved ones during their visit.
- Collaborate with major CPG manufacturers on advertising strategy and budget amongst our inmate, staff, and visitor customer segments.
- Lead retail advisory board summit with key stakeholders annually, with intermediary check-in's to gain insight and develop roadmap of innovation.
- Designed content and was interviewed for Radiotopia podcast about dining in corrections
- Promoted my Marketing Specialist to Manager after 12 months and expanded her responsibilities.

Retail Marketing Director, Commissary 7/2014 to 12/2019

Develop and manage marketing strategy for nationwide commissary business, supporting 110 locations of \$100MM.

- Base business growth of 6% through development of promotion program, new product LTO's, and quarterly innovation calendar. Presented quarterly to 150+ field operators.
- Standardized purchasing with SKU optimization, resulting in 1.5% reduction in product cost across line of business.
- New venture in quarterly package program for California state prison system; catalog and content creation for 100,000 inmates to order on ecommerce site.
- Rebranded impulse commissary "GoCart" by defining merchandising standards, segmenting program into vertical innovations selling coffee and ice cream.

- Direct content development for quarterly client business reviews. Competitive analysis and data presentation of industry insights.
- Travel for prospective client presentations, current client business reviews, new account openings, program launches, leading focus groups, and large account audits.
- Improved field execution of retail promotions in FreshFavorites and iCare Fresh by 23% by adapting marketing kit and webinar communication.

Region Manager, Nutrition & Operational Support, 2/2012 to 7/2014

Provide menu, diet, and nutrition support to 130 units across Central Region and all State Prison contracts.

- Improved productivity by reducing client menu approval time by 25%
- Re-engineered menus at 65 accounts with key product substitutions to reduce food and labor costs.
- Led school lunch guideline compliance initiative for 31 juvenile facilities to help secure additional government funding for clients.

Aramark – Higher Education

Food Service Director, Loyola University Chicago, 8/2010 to 2/2012

Oversaw operations of \$5MM between two residential dining units with 3 manager reports and 68 employees in union environment

- Developed financial projections and strategic plans for conference business.
- Facilitated implementation of unionization agreement for managed employees.
- Created “Dine with a Dietitian” program for students to receive face-to-face interaction and information on nutrition and health.
- District Safety Leader - Decreased safety incidents 10% by implementing employee recognition program, training of 20 managers on corporate safety initiatives, and required 195 hourly employee training monthly.

Aramark - Healthcare

Assistant Director Patient Service, Provident Hospital, 3/2010-8/2010

- Staffing, payroll, on-site management of 30 person staff at acute care urban hospital.
- Taught diabetic education classes monthly and presented at Health Fair symposium to 100 community members.

Aramark – Correctional Services

Food Service Director, Cook County Jail, 8/09-3/10

- Led start-up of staff retail café within Cook County Jail. Responsible for \$200K annual sales.
- Increased revenue 128% since opening café in August by introducing Starbucks, Pepsi, and enhanced retail menu.

Registered Dietitian, Cook County Jail, 9/07-8/09

- Menu planning within strict budget for general population of 10,000 inmates and 500+ specialty diets. Managed a staff of 10.

EDUCATION

Loyola University Chicago

Graduated 2015

Master of Business Administration – Concentration: Marketing

University of Illinois at Urbana-Champaign

Graduated 2006

B.S. Food Science and Human Nutrition – Dietetics

VOLUNTEER EXPERIENCE

Team Lead

Aramark Star Team

November 2013-Present

- Lead volunteer projects for 150+ employees focused on health & wellness annually.
- Partner with community organizations quarterly, design and execute volunteer events.
- Developed nutrition and culinary program for children taught by chefs and dietitians.