

JACLYN B. BLANC

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EXPERIENCE

HOME CHEF (a subsidiary of The Kroger Co.)

Chicago, IL

Sr. Director, Special Projects (Logistics)

Jan. 2022 - Present

- Overseeing the implementation of two new fulfillment facilities, including timeline development, tooling updates, prioritization of workload against key deadlines, and the project management of stakeholder inputs across multiple functions
- Rapidly built-out a business critical technical team and learned Agile methodology in order to support growing Logistics needs
- Delivered a 6-month product roadmap that reduced manual work by 50% and improved on-time performance by partnering with stakeholders to understand priorities & pain points and translating requirements into strategic technological features

Sr. Director, Culinary Strategy

Jan. 2020 - Jan. 2022

- Led the operations for a 20-person team, including defining strategy, monitoring KPIs, team development, hiring, and budgeting
- Spearheaded company strategy to tackle 2022 cost increases by centralizing savings initiatives and pricing levers across departments, outlining recommended options and risks to Executive team, and developing a \$200M+ budget to hit metrics
- Reduced last minute menu changes by implementing a quarterly planning meeting with ops, supply chain, and NPD, assigning tasks to stakeholders, and facilitating a meeting with department heads to finalize and align on assortment & pricing strategy
- Grew revenue by \$1M by analyzing revenue contribution of menu slots, partnering cross-functionally to develop an assortment strategy that better optimized sales with minimal customer impact, and receiving a quick sign-off from company leadership
- Improved customer satisfaction by 10% on newly launched product by reviewing thousands of customer comments, aligning cross-functionally on product tweaks based on key themes, and launching an updated product in less than three months

Director, New Product Development

Feb. 2019 - Dec. 2019

- Stood up Home Chef's Ready to Heat retail business across ~2,000 Kroger stores and grew the program to a \$29M run rate in the first year. Oversaw the vetting of potential partners, consumer testing, supplier negotiations, product development, and launch
- Successfully launched a company-wide stage-gate program that streamlined communication and ensured project ideas were rigorously vetted by developing the program structure, collecting cross-functional feedback, and training company leadership
- Increased the success rate of new product launches by owning the planning & execution of a product testing platform, which included roadmap development, cross-functional timeline management, and delivering progress updates to leadership

Sr. Manager, Supply Chain

Mar. 2018 - Feb. 2019

- Launched protein customizability feature, which drove an \$0.80 increase in AOV and increased customer satisfaction by partnering with tech on the feature design and attributes, building a pricing strategy, and monitoring program feedback
- Project managed the launch of HC Express (15-minute meals) by establishing a cross-functional working team, removing roadblocks, identifying and sourcing pre-chopped produce and pre-made sauces, and monitoring launch performance
- Improved overall supplier performance by creating a quarterly business review and scorecard to more effectively monitor and improve delivery performance, product quality, pricing, and other key business metrics

Manager, Supply Chain

Aug. 2016 - Mar. 2018

- Implemented company's first ERP system (NetSuite) to enable faster PO creation and inventory management by collecting requirements from stakeholders, establishing and communicating a launch plan across three facilities, and training 20 individuals
- Reduced food costs by 15% by building and scaling a Procurement Excellence team to develop and monitor KPIs, prioritize the most impactful savings initiatives, and establish a feedback loop with buying teams across three locations to drive improvements

Associate Product Manager, Culinary

Oct. 2015 - Aug. 2016

- Developed a recipe language and technique guide that's still used today to improve recipe accuracy and customer experience
- Streamlined the fulfillment process for the operations team by developing a scalable process to reduce complexity in recipes

KRAFT-HEINZ

Glenview, IL

Associate Engineer II

Sept. 2014 - Oct. 2015

Associate Engineer I

Aug. 2013 - Sept. 2014

- Developed Kraft's first Avocado Oil Mayo by driving timeline creation, developing prototypes for consumer testing, clarifying technical challenges to non-technical audiences, and tweaking product formulation to align with consumer feedback
- Drove \$1M in cost savings by reformulating Olive Oil Mayo while still achieving consumer parity vs. leading competitor
- Recognized with Manager's Award for scaling a new formula without artificial ingredients under a rigorous & condensed timeline

EDUCATION

University of Illinois

Champaign, IL

B.S. in Agricultural & Biological Engineering - Specialization in Food & Bioprocess Engineering

May 2013

Minor in Technology & Management