

ARIOU NAKHAIE

RETAIL EXECUTIVE | MULTI-UNIT OPERATIONS | GROWTH & TEAM DEVELOPMENT

Austin, Texas | nakhaie.ariou@gmail.com | linkedin.com/in/ariounakhaie | nakhaie.com

EXECUTIVE PROFILE

Retail and multi-unit business leader with more than 20 years of progressive experience across big-box retail, specialty retail, wireless, luxury goods, and international expansion. Proven record of transforming operations, developing high-performing teams, strengthening customer experience, and delivering profitable sales growth. Experienced in P&L ownership, merchandising, inventory control, staffing, training, payroll, commercial accounts, vendor partnerships, and multi-channel marketing. Led operations in the United States, UAE, Qatar, and Kuwait.

SELECTED LEADERSHIP RESULTS

46%

Revenue increase during the first year of a major store-layout transformation.

28 locations

International retail expansion across the UAE, Qatar, and Kuwait.

\$62M to \$100M+

Sales growth at Micro Center through commercial-account expansion and vendor collaboration.

17.6%

District profit-margin improvement while leading 11 Wireless Advocates kiosks.

PROFESSIONAL EXPERIENCE

Lamps Plus | Store Director

Austin, Texas

Nov 2020 - Present

- Lead store sales, profit, customer experience, staffing, training, scheduling, payroll, merchandising, inventory, loss prevention, and daily operations for a high-volume retail team.
- Directed a comprehensive store transformation and layout strategy that produced a 46% revenue increase during the first year and sustained year-over-year growth.
- Built a service culture that achieved a 98% Net Promoter Score and strengthened customer loyalty.
- Developed and mentored employees through structured coaching and training, contributing to 93% employee retention and stronger leadership coverage.
- Optimized inventory using market and customer-preference analysis, maintaining annual inventory loss at approximately 0.02%.
- Facilitated quarterly leadership workshops and ongoing mentorship programs, increasing internal promotions by 25% and improving productivity performance.
- Led biweekly performance reviews and goal tracking across a staff of 45, contributing to a 30% increase in team productivity and consistent operational KPI achievement.

Micro Center | Retail Sales Manager

Tustin, California

Sep 2018 - Sep 2020

- Helped drive store sales from \$62 million to more than \$100 million by expanding commercial accounts, accelerating order fulfillment, and strengthening vendor collaboration.
- Partnered with vendors to introduce new product assortments and improve space allocation, helping the location achieve the #1 customer-satisfaction ranking among 25 stores.
- Improved inventory and delivery processes to increase fulfillment speed and operational efficiency.
- Built a high-performance team through strategic hiring, product training, sales coaching, and motivational programs, achieving 76% employee retention.

- Led retail expansion across the UAE, Qatar, and Kuwait, establishing 28 new locations and increasing regional market penetration.
- Delivered annual sales growth ranging from 10% to 22%, maintained 89% employee retention, and established data-driven targets and coaching routines for store managers.
- Developed integrated marketing across social media, television, print, digital advertising, and mall events, and launched an e-commerce platform that expanded revenue beyond physical stores.
- Obtained ISO certification to strengthen product-quality controls and brand reputation.

EARLIER LEADERSHIP EXPERIENCE

Wireless Advocates | District Manager

Fountain Valley, California
Mar 2008 - Mar 2009

- Directed operations for 11 wireless kiosks and increased district profit margin by 17.6% in one fiscal year.
- Managed the company relationship with Costco, including operational coordination, cash-handling standards, and communication across locations.
- Led a top-performing launch that sold more than 500 units in the first month and achieved the highest product-launch sales nationwide.
- Implemented sales contests, training, and leadership routines that improved staff retention by 23% and maintained monthly sales KPI performance above 120%.

Aaron Brothers | General Manager

Irvine, California
Mar 2006 - Mar 2008

- Led operations across three stores, improving staff efficiency, service quality, inventory control, and resource allocation.
- Secured a key commercial account with Mercedes-Benz and strengthened business-to-business sales.
- Achieved 95% scores in store-audit and Secret Shopper evaluations and earned promotion from Store Manager to General Manager.

RadioShack | General Manager

San Clemente, California
Mar 2002 - Mar 2006

- Increased store sales from approximately \$800,000 to \$2.2 million within two years and consistently exceeded company targets from 2004 through 2006.
- Advanced from Sales Associate to General Manager of a million-dollar location based on sales performance and leadership results.
- Directed hiring, training, scheduling, inventory availability, customer service, and daily store operations.

CORE LEADERSHIP CAPABILITIES

P&L Management	Multi-Unit Operations	Retail Sales Leadership	Operational Excellence
Team Development & Coaching	Inventory Control	Merchandising	Customer Experience
Commercial Account Growth	Vendor Partnerships	Loss Prevention	Payroll & Scheduling
Strategic Planning	Operational Audits	Hiring & Retention	Process Improvement

CERTIFICATION & EDUCATION

Certified Six Sigma Black Belt

2025

Process Improvement | Leadership & Results

Bachelor of Science, Business Management

2013

University of Phoenix | GPA 3.65 | Graduated with honors