

DINO COLAO

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SENIOR DISTRICT MANAGER & EXECUTIVE LEADER

TEAM BUILDING & TRAINING | DATA/BUSINESS ANALYTICS | RELATIONSHIP MANAGEMENT | REVENUE GENERATION

SUMMARY OF QUALIFICATIONS

- **Results-driven Senior District Manager** with a successful track record in devising and implementing innovative strategies that surpass revenue targets, achieve operational excellence, and enable rapid business scaling; strong multi-unit leadership experience in a variety of sectors encompassing retail, convenience store, recreation, fuel, and food service.
- **People-focused leader and collaborative communicator** with a fine-tuned ability to foster relationships with colleagues, customers, and third-party vendors; adept at building diverse teams and inspiring the next generation of managerial talent from within the business by designing and delivering hands-on training programs for employees at all levels.
- **Agile professional with advanced business acumen and a history of planning and executing projects** and programs through all phases from concept to completion; capable of transforming commercial performance by creating and implementing new workflows and processes that achieve efficiency, productivity, and quality of service.
- **Natural problem solver and big-picture thinker** who can identify lucrative growth opportunities in complex and competitive markets; able to use data-driven insights to optimize management decisions in sales, finance, and operations.

AREAS OF EXPERTISE

Recruitment | Coaching | Mentoring | Talent Retention | Organizational Development | Culture Building | Goal Setting | Resilience | Performance Improvement | Empathy | Networking | Strategic Vision | Diversity, Equity & Inclusion | P&L Management | Budgeting | Strategic Operations | District Management | Sales & Marketing | Business Development | Margin Enhancement | Product Development | Negotiation | Deal Closing | Project & Program Management | Data Analytics | Productivity | Customer Service | Policies & Procedures | Communication | Collaboration | Multitasking | Resource Allocation | Critical Thinking

PROFESSIONAL EXPERIENCE

SALES & BUSINESS DEVELOPMENT MANAGER | Purple Fish Creative

Apr 2022 – Present

Collaborate with the business owner to source lucrative opportunities that drive consistent revenue growth, focusing on nationwide expansion through strategic sales planning and relationship building.

- Hired, trained, and mentored a multi-disciplinary team of 11 contractors based on current and future resource requirements; acquired talent for special project engagements with short-term and long-term horizons
- Engaged with the client base to build rapport, identify prospective revenue streams, and resolve emergent issues
- Streamlined B2B sales processes and launched new initiatives that increased average annual sales by 15%
- Positioned the business as a market leader and opened new territories, growing the customer base by 26.5% YoY
- Recognized for outstanding achievements as a leader and strategist having played a critical role in Purple Fish Creative being awarded “Best Local Marketing Agency” by *SRQ Magazine* on several occasions

SENIOR MULTI-UNIT MANAGER & TRAINER | Curaleaf

Aug 2020 – Mar 2022

Achieved organizational excellence and enabled Curaleaf's continued growth and success by establishing and implementing best practices in sales, operations, and the development of managerial talent. Initially hired to turn around an underperforming store before being promoted to a multi-unit leadership role with oversight for 10 locations and a diverse team of 115 employees.

- Provided comprehensive training for managers and staff, emphasizing prudent financial control, robust people management, and the importance of using data analysis and KPIs to inform management decisions
- Led a recruitment and talent retention program that involved coaching employees and helping them build a clearly defined career path within the business; promoted three staff to leadership roles and recruited 15 new team members
- Consistently surpassed expectations with training initiatives and strategic interventions that were recognized by senior executives as a critical driver of district-wide profitability; delivered sales uplift of 17.5% and exceeded sales projections for individual stores by over 43% while improving customer satisfaction from 64% to 99.6%
- Turned around the Port Charlotte store by executing a total overhaul of culture, sales strategies, and processes, leading to its rise from 21st to 1st place ranking in profitability with a 37% increase in sales revenue
- Created and rolled out new store launch plans in collaboration with numerous cross-functional stakeholders
- Continually evaluated processes and procedures to identify opportunities for improvement; piloted a home delivery program that became a major success and was subsequently rolled out across the state
- Selected as the first district nationwide to receive and test a new POS system; rapidly acquired technical and operational knowledge needed to use the new technology and delivered training for 10 stores
- Ensured strict compliance with regulatory standards in areas including Health and Safety; improved Florida Department of Health external inspection scores from 91% to 99%

Continued

SENIOR DISTRICT MANAGER | Jernigan Oil & Propane/Duck Thru Convenience & Food Stores

Feb 2018 – Jul 2020

Orchestrated a \$24M district encompassing 12 locations across North Carolina, including convenience stores, fuel/energy, food stores, and restaurants. Oversaw financial, operational, and sales management workflows. Trained and developed store managers to ensure the highest standards of professionalism, utilizing KPIs to track, monitor, and improve performance.

- Implemented strategies that achieved 18% YoY sales growth and increased total district sales from \$11M to \$18M
- Led hiring and training for a team of 80+ employees with a focus on culture building and operational excellence; drafted training manuals and devised a staffing model to underpin district growth; guided 35+ employees to promotion, with employee retention rates improving from 42% to 73%
- Identified cost savings, including a 34.65% reduction in restaurant waste, by aligning product order volume with projected customer demand, which increased overall restaurant profitability by 14.75%
- Reduced retail shrink from 6.3% to <1% and improved loss prevention and safety audit scores from 92% to 100%
- Project-managed the opening of four locations, including a flagship store, surpassing projections by 35% on average
- Adapted the business to innovative new technologies; rolled out an online ordering system across 39 deli locations
- Interacted with customers to identify top priorities for change, achieving a 98% customer satisfaction score
- Improved the average score on North Carolina Health Department surprise inspections from 89% to 99%

SENIOR MANAGER, AREA MANAGER DEVELOPMENT PROGRAM | Nautica

Nov 2016 – Sep 2017

Hired to transform an understaffed, bottom-ranked location as an expert in change management, retail strategy, and leadership.

- Created a culture of excellence and implemented a range of best practice processes; enabled managers to grow with the business through continuous learning opportunities and promotions
- Pioneered a new strategy for consolidating part-time management roles into a single full-time position; this strategy was recognized by the executive leadership team and subsequently rolled out nationwide
- Drove the overall performance scorecard from 73% to a near-perfect 98%; increased sales from \$6.3M to \$7.1M; improved store district ranking from 14th to 2nd for sales vs. plan
- Increased customer data capture from 75th to 3rd nationwide, using insights to build effective growth strategies
- Awarded 100% on mystery shops and raised district manager audit scores from 83% to 97%
- Identified innovative ways to improve profitability including shrink reduction and stock optimization
- Served on a national fundraising committee and significantly impacted the level of charitable donations received

SENIOR DISTRICT MANAGER | Kitty Hawk Kites

Mar 2011 – Nov 2016

Directed a portfolio of nine business entities encompassing retail outlets, restaurants, and resort locations with annual revenues of \$17.2M. Held full P&L accountability and managed sales, staffing, procurement, and customer service functions.

- Implemented innovative sales and operational strategies that yielded a #1 ranking for profitability company-wide, surpassing profit budgets by 13%; received top overall performance in FY15/16 as chosen by 200+ employees
- Oversaw high-volume recruitment and managed a large, diverse team with full time and seasonal employees from 14 different countries; trained and mentored managers resulting in strong talent retention
- Opened nine new locations with control over all project phases from planning and staffing to merchandising
- Grew revenue in numerous areas including recreation (+59%), resort (+42%), retail (+25%), and restaurant (+18%)
- Improved profitability by reducing shrink by 50% through newly established inventory controls
- Promoted in 2014 to oversee flagship location comprising 10.5K+ SKUs, 29 employees, and three assistant managers

TECHNOLOGY

MS Office | ADP | Canva | C-Store | Petrosoft | QuickServe | Concur | Daymark | Store Force | When to Work | Wurk | Zenput

COMMUNITY ENGAGEMENT

Feed my Starving Children, Iowa flood relief (2011 – 2020) | Outer Banks Hurricane Disaster relief (2014 – 2016) | Grace Church, Iowa flood relief Team Leader (2008 – 2009) | Original Committee Member for OBX Pedestrian and Bicycle Safety Coalition | Red Cross Volunteer (2025 – present)

EDUCATION & TRAINING

MASTERS CERTIFICATE IN EXECUTIVE LEADERSHIP, BUSINESS ADMINISTRATION & MANAGEMENT | University of Notre Dame

CERTIFICATE IN EXECUTIVE LEADERSHIP STRATEGIES, BUSINESS ADMINISTRATION & MANAGEMENT | University of Notre Dame

CERTIFICATE IN LEADING TEAMS & ORGANIZATIONS, BUSINESS ADMINISTRATION & MANAGEMENT | University of Notre Dame

CPR & First Aid (American Red Cross) | Food Service & Sanitation Manager Training (NC Retailers Association Service Corp)