

Dave Sears

OPERATIONS EXECUTIVE · LEADERSHIP · OPERATIONS · TECHNOLOGY

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PROFILE

Operations executive with **twenty-five years** building teams and turning around underperforming units across specialty retail, hospitality, enterprise technology and nonprofit leadership. Led multi-unit turnarounds and regional training at **Starbucks**, ran enterprise IT training across 1,500 business applications for 5,000 employees at **Devon Energy**, and as owner-operator doubled a Northern Michigan specialty food market from **\$2M to \$4M** before selling it at record profitability in 2024. Budgets in excess of **\$12 million**; **150+** employees and managers led. Currently leading a \$2.9M ground-up development end to end.

CORE COMPETENCIES

- Multi-unit operations
- Team building & retention
- Hiring & wage system design
- Capital structure & lender relations
- Full P&L ownership
- Leadership development & training
- Vendor & partner negotiation
- Merchandising & category growth
- Turnarounds & change management
- Enterprise IT training & adoption
- Site selection, lease & buildout
- Lean process improvement

EXPERIENCE

Founder & Owner

2024 — PRESENT

Storia 1010, LLC — Storia Deli & Café · Huntsville, Alabama

- Leading a **\$2.9M ground-up development** of an 8,137 sq ft Italian market, deli and café opening in 2027 with roughly 60 team members — full accountability for site, design, capital, construction and launch.
- Negotiated site selection, the lease and a developer tenant-improvement package; manage architecture, engineering and general-contractor relationships through permitting and buildout.
- Assembled the capital structure and manage lender and investor relationships, including a full financial model, investor materials and a two-tier diligence data room.
- Securing the **Southeast's first Boar's Head Market of Distinction** — a transfer from Fresh Coast Market that would be a first in Boar's Head history.

Owner

DEC 2017 — OCT 2024

Fresh Coast Market · Traverse City, Michigan

- Transitioned a traditional convenience store into a **national award-winning specialty food market**; doubled sales from **\$2M to \$4M in five years** and grew the team from **12 to more than 60**.
- Completely transformed the market — a world-class coffee program, more than **10,000 new SKUs**, and a mobile ordering and loyalty app that drove roughly **9% of annual sales** at **4.8 stars across 392 reviews**.
- Earned the **National Boar's Head Market of Distinction** (2021) and operated the highest deli-slicing sales volume of any Market of Distinction in the country.
- Named a **Homebase 2024 Best Places to Work** national award winner; raised wages and added healthcare and gym memberships, producing retention near three times service-industry norms.
- Held profitability through extreme seasonality, carrying 35 to 40 team members through winter to protect a 70-person summer peak in a tourist market.
- Sold the business in 2024 at record profitability**. Two SBA loans carried during ownership, all payments on time, both repaid early at sale.

REFERENCES

“Within a year of being established with us, Fresh Coast Market rose to the rank of Market of Distinction. He was the 39th member in Boar's Head's 120-year history.”

JEFFREY K. SCHWARTZ · GREAT NORTH PROVISIONS, PURVEYOR OF THE BOAR'S HEAD BRAND

EXPERIENCE, CONTINUED

Sr. Training & Communications Coordinator**AUG 2013 — DEC 2017**

Devon Energy · Oklahoma City, Oklahoma

- Led the IT training team supporting more than **1,500 business applications for over 5,000 employees** at a Fortune 100 energy company.
- Served as SharePoint administrator, building and maintaining numerous sites in partnership with subject-matter experts across the business.
- Coordinated large IT projects directly with executive vice presidents and directors.
- Completed the **Devon Energy Leadership Program** (2015).

Regional Trainer & Multi-Unit Director**JAN 2008 — AUG 2013**

Starbucks Coffee Company · Oklahoma City, Oklahoma

- Led **three separate stores through turnarounds with double-digit comparable sales growth** over five years.
- Stores consistently ranked in the region's top 10; one ranked **top 25 nationally** for drive-through transactions.
- **Trained every new store manager and district manager** in the region.
- Served as the region's **Lean Lead**, implementing Lean principles across the market.
- Received the **President's Award from Howard Schultz** for organizing a national service event with more than 300 employees.
- Won multiple company awards for sales, profit and leadership; organized weekly volunteer relief efforts after the Moore, OK tornado, earning national recognition.

Lead Pastor**10+ YEARS, TO 2010**

Willow Creek Association Churches · Chicago, Illinois

- More than **ten years** leading congregations across several churches affiliated with the Willow Creek Association, including neighborhood ministry for a satellite campus of the **third-largest church in the United States**.
- Raised close to **\$140,000** in support through internal and external donors.
- Held full accountability for nonprofit organizations — budget, staff, volunteers and facilities; recruited, trained and led large volunteer teams on influence rather than authority.

Earlier Career — Big-Box Grocery Retail**15+ YEARS**

- Progressed from entry level to **general manager and regional trainer** across big-box grocery retail.
- Turned around **nearly a dozen underperforming markets**, rebuilding them into profitable regional training centers.

BOARD & COMMUNITY LEADERSHIP

- **Founder & Chairman of the Board — Legacy Christian Homeschool Co-op**, Traverse City, MI (2021–2024). Founded a 501(c)(3) with his wife that grew to more than 50 families in its first year, with 20+ team leaders and 150+ weekly attendees.
- **Child Welfare Advocate — Oklahoma & Michigan DHS**. Advocate for abused and neglected children; worked with both state legislatures and departments of education on trauma training for teachers.

EDUCATION

BS, Business Leadership — Cornerstone University · Dean's List, Honors, 3.65 GPA**2005**

RECOGNITION

President's Award — Howard Schultz

Starbucks Coffee Company

Two Congressional Awards

State of Michigan, for community service

National Boar's Head Market of Distinction

Fresh Coast Market, 2021–2024

Homebase Best Places to Work

National award, 2024