

James E. Penn

375 Heil Drive, Gahanna, Ohio 43230
614-582-9713 jim@jimpenn.net

"The 'Go to' guy, who...will come through with a quality deliverable, even in difficult time and budget situations,"

~ Daniel G. Stanek, Exec. VP ~

Retail Space Planner and Design Intent Documentation

Retail Space Planner with over 20 years of experience with both national and international clients. Developed individualized concepts and plans for over 100 different clients, in multiple retail venues including Financial Institutions, Department Stores, Discount Stores, Big Box Stores, Specialty Stores, Store in Store Shops and office buildings. Served as Team Leader creating in house roll out programs, effectively taking prototype concepts to multiple sites. Proven leader with demonstrated ability to meet and/or exceed client expectations.

Core Competencies

- Office and Retail Planning
- Conceptual Bubble Plans/Block Plans
- Store Fixture Layouts
- Fixture and Furniture Inventories
- Client Presentations
- Merchandising Theories
- Architectural Field Surveys
- Design Intent Documentation
- Auto CAD
- Mechanical Aptitude

Professional Experience

Big Red Rooster, Columbus, Ohio 2010-current

A multi-disciplinary consumer centric design and strategy firm working in a wide variety of industries for many prominent brands.

Senior Store Planner

- Assisted in developing persuasive client presentations showing concept rationale to meet client objectives to client teams and C.E.O.'s of companies.
- Explored conceptual bubble plans showing logical departmental adjacencies to enable ease of consumer shopping while addressing client operational needs.
- Developed block plans from conceptual bubble plans using pre-determined department square footages, incorporating circulation paths to equalize the value of the overall space.
- Reviewed merchandising needs and helped developed fixture designs to meet those needs.
- Developed design intent documentation packages to meet client needs; package included Fixture, Merchandise, Construction, Floor Covering and Reflected Ceiling Plans, Interior Elevations, Wall Sections and Fixture Drawings with required hardware (all produced on AutoCAD).
- Acted as liaison between client and architect.
- Conducted architectural field surveys to determine adverse conditions, obtain critical dimensions and fixture inventories.
- Checked custom fixture prototypes for quality and function with manufacturer.
- Senior team member working with cross-functional teams including Environmental Designers, Graphic Designers, Planners, Technicians, and Project Coordinators.

Free Lance, Columbus, Ohio 2008-2010**Worked for Big Red Rooster, Fitch and Chute Gerdeman**

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Fitch / Retail Planning Assoc., Columbus, Ohio 1982-2008Space Planer / Merchandiser and Documentation Technician 1982 - 2008

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Facilities Manager 2002 -2005

- Successfully moved company location twice while meeting and exceeding moving goals.
- Managed all internal departments and outside vendors and contractors.
- Planned all office space reconfigurations to meet changing needs.
- Inventoried all existing furniture, including system and loose furniture

Manager of Planning/Merchandising and Documentation Groups 1998 - 2002

- Attended weekly management meetings to communicate conflicts in staff scheduling or project issues.
- Conducted weekly staff meetings to identify issues and prioritize projects of my groups.
- Assigned staff to projects based on capabilities and availability.
- Established and managed a committee of group representatives that reviewed and documented the company's process and deliverables as a guide for all projects including definitions to all and deliverables.