



# For Adairs

*Regional Manager, VIC / TAS / SA · application*

ADAIRES · REGIONAL MANAGER · VIC / TAS / SA

**Retail is in my blood. Thirty years in, from the warehouse floor to the national table.**

- Deep category strength across hard and soft homewares, manchester, bedroom and living, plus childrenswear, apparel, footwear and accessories.
- National multi-site leadership at Target, Officeworks, Myer and Mosaic Brands, including State Manager scope over 140 stores across VIC, TAS and SA.
- Trained eye for aspirational, on-brand VM and a beautifully merchandised customer experience, exactly the Adairs promise in-store.
- Commercial operator: sales, margin, wage, stock and shrink, with a track record of lifting productivity and profit across a regional fleet.
- Coach and builder of Store Managers and Area Managers, succession pipelines, capability programs and a culture of accountability.
- Agile, adaptable and hands-on, at home in the boardroom and on the shop floor, across large and small format stores.

# Where I will add value

Adairs needs a Regional Manager who can hold the brand standard across every store in VIC, TAS and SA, drive category performance across hard and soft homewares, manchester and kids, coach Store Managers, and deliver the commercial numbers. Below is where I create value.

|                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Homewares &amp; Manchester Category Depth</b><br><br>Hard and soft homewares, manchester, bedroom, bath and living, ranged and merchandised at national scale across Target and Myer. Fluent in the categories Adairs is built on. | <b>Childrenswear, Apparel &amp; Softgoods</b><br><br>Multi-year accountability for kids, apparel, footwear and accessories, seasonal ranging, size curves, fitting rooms and the in-store customer experience that drives conversion. |
| <b>Regional Multi-Site Leadership</b><br><br>State Manager scope over 140 stores across VIC, TAS and SA at Target. Trade rhythm, store visits, KPI cadence and standards that lift the whole region.                                  | <b>Store Manager Coaching &amp; Capability</b><br><br>Building Store Manager and Area Manager benches. Succession, in-store coaching, on-the-floor development and a culture of accountability.                                       |
| <b>Aspirational VM &amp; Brand Experience</b><br><br>Bringing seasonal campaigns and brand storytelling to life in-store with consistency, warmth and local relevance, the way homewares customers expect to shop.                    | <b>Commercial Performance</b><br><br>Sales, margin, wage, stock and shrink. Reading the P&L at store, area and region level and turning it into practical trade actions.                                                              |
| <b>Operational Discipline &amp; Loss Prevention</b><br><br>National LP, safety, facilities and process leadership, protecting margin, people and brand integrity across the fleet.                                                    | <b>Change, Reset &amp; Growth</b><br><br>Led the post-COVID reset of 700 stores at Mosaic. Comfortable driving change, embedding new ways of working and lifting performance in a competitive specialty environment.                  |

# JASON KOENITZ

Senior Retail Executive



## CAPABILITIES

- Hard & Soft Homewares
- Manchester, Bedroom & Living
- Childrenswear & Apparel
- Regional Multi-Site Leadership
- Store Manager Coaching
- Aspirational VM & Brand
- Commercial Performance & P&L;
- Loss Prevention & Operations

## PROFESSIONAL SUMMARY

# A career built inside the store, then scaled to the nation.

Energetic and values-driven senior retail executive with 25+ years across large-scale operational environments. Deep category exposure across hard and soft homewares, manchester, bedroom and living, childrenswear, apparel, footwear and accessories, alongside strategic planning, operational excellence, commercial performance, transformational change and in-store execution.

Experience spans large and small format stores nationwide, department stores and superstores at Myer, Officeworks and Target, with State Manager scope of 140 stores across VIC, TAS and SA. With additional national remits across operations, loss prevention, facilities, store format and profit growth this makes me an ideal candidate.

## CAREER HISTORY

### Myer · National Operations Manager

Jan 2026 to May 2026 · Australia · On-site

National store operations leadership across Myer's department store network, one of Australia's largest large-format retail fleets.

- Owned execution, service standards and productivity across a national multi-site portfolio.
- Partnered with merchandise, VM and store leadership to translate trade strategy into flawless in-store delivery.
- Drove operating rhythm, KPI cadence and store-team accountability across the network.

### Officeworks · Head of Loss Prevention, Facilities & Assets

Mar 2024 to Oct 2025 · Australia · On-site

National accountability for loss prevention, facilities and physical asset portfolio across the full Officeworks network.

- Led national LP strategy, protecting margin, reducing shrink and safeguarding brand integrity.
- Owned the national facilities and asset portfolio, balancing capital investment, safety and uptime.
- Built a multi-disciplinary team spanning risk, safety, property and asset management.

### Mosaic Brands · Head of Retail Operations · 700 stores

Jan 2023 to Oct 2023 · Australia · On-site

Senior operations leadership across Mosaic's multi-brand apparel portfolio, nationwide small-format specialty fleet — 700 stores across 6 brands.

## REFEREES

### Guy Russo

Chairman, Guzman y Gomez ·  
ex-CEO Target  
0412 616 614

### Mark Verbrugge

GM, Kmart Group  
0428 198 640

### Dean Simpson

Store Director, Marks & Spencer  
0409 925 680

### Steve Wallis

GM, Human Resources  
0439 312 597

- Cross-brand operations remit spanning apparel, footwear and accessories across 700 stores and 6 brands.
- Focused on store productivity, VM execution and trade discipline in a highly competitive specialty environment.
- Responsible for the post-COVID reset of all operational process in stores — structure, recruitment, KPI reformatting, incentives and customer experience.

### Target Australia · Head of Operational Process & Profit Growth

*Aug 2019 to Dec 2022 · Store Support Office*

Owned the operational process agenda and profit-growth program across the national fleet.

- Delivered multi-year profit-growth roadmap across store operations.
- Redesigned labour models and store operating standards, lifting productivity at scale.
- Partnered with executive team on enterprise transformation initiatives.

### Target Australia · Head of Store Operations, Trade & Strategy Development

*Feb 2019 to Aug 2019 · Williams Landing, VIC*

Set the trade and store-operations strategy for the national network.

### Target Australia · Head of Operations, Store Format & Development

*May 2016 to Feb 2019 · Store Support Office*

Led store format strategy and new-store development across large and small format sites.

### Target Australia · State Operations, Store Format, Victoria

*Jan 2016 to May 2016 · Victoria, Australia*

State-level ownership of store format execution across the Victorian portfolio.

### Target Australia · State Manager / Regional Manager / District Manager

*Jan 2014 to Jan 2016 · Victoria, Australia*

Progressive multi-site leadership, accountable at State Manager level for up to 140 stores.

- State Manager scope across 140 stores.
- Built high-performing regional and district leadership teams.
- Delivered trade, service and operational KPIs across a large and diverse fleet.

### Target Australia · Acting District Manager

*Nov 2013 to Feb 2014 · Victoria, Australia*

Stepped up to lead a district of stores, delivering trade, team and operational performance.