

JEREMY RUNGE

Retail People, Operations, Sales & Experience

EX-APPLE · COACH / ADVISOR · AUTHOR

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I've never figured out how to separate who I am from what I do. After 20+ years, I stopped trying.

Twenty years running retail at global scale. At Apple, Director of Global Retail Sales & People Operations: 550+ stores, 25+ countries, 60,000+ team members, and the highest customer satisfaction the division ever recorded. Day to day with the SVP of Retail and the Retail VPs, and regularly in front of the CEO, CFO, and SVPs. At GoPuff / BevMo, full P&L on a \$900M+ portfolio and a double-digit decline reversed inside 12 months. I build the operating model, the systems, and the leaders who run them.

01 / CAREER HIGHLIGHTS

WORLD'S #1	Retailer by revenue per square foot
\$900M	Double-digit decline reversed, back to growth in 12 months
RECORD NPS	Apple Retail division, all-time
60,000+	Team members across 25+ countries, hired, developed, and led

02 / EXPERIENCE

Reck the Fort LLC

2025 – Present

Founder & Principal · Pacifica, CA

Independent retail and consumer operating practice. Fractional and advisory work for retailers and consumer brands fixing performance, structure, and culture, plus coaching for the operators who have to lead it.

- ▶ Fractional and project-based operating engagements for growth-stage and PE-backed retail and consumer companies. Active on Catalant and Go Fractional.
- ▶ Fortify: executive coaching and advisory for retail operators leading through scale, transition, and pressure.
- ▶ Writing on leadership, retail, and operating culture at jeremyrunge.com.

GoPuff / BevMo (GoBrands)

2023 – 2024

Vice President, Retail · San Francisco, CA

Principal leader for all GoBrands retail entities, a \$900M+ multi-channel portfolio: ~200 brick-and-mortar locations, online, immediate delivery, and shipping, representing half of total US revenue. Full P&L across Operations, Finance, Marketing, People, and Field.

- ▶ Reversed a double-digit sales decline, returning the business to growth across every key financial and operational metric within 12 months.
- ▶ Integrated BevMo, Liquor Barn, and Warehouse Wines & Spirits into one aligned business unit with unified systems, org structure, and customer experience strategy.
- ▶ Rebuilt the senior retail leadership team end to end with operators who knew how to perform under pressure.
- ▶ Built a consistent operating model and performance cadence across ~200 locations, with real accountability at every level.
- ▶ Rebuilt retail brand presence in key markets and launched a new digital presence for each line of business.

Apple, Inc.

2009 – 2023

Director, Global Retail Sales & People Operations · Cupertino, CA · 13+ yrs

Store Leader → Market Leader → Sr. Manager, Global Customer Programs → Sr. Manager / Acting Director, Global Ownership & Today at Apple → Director, Retail Global Strategy & Experience

Led the teams responsible for creating and running Apple Retail's integrated customer and team experience across 550+ stores in 25+ countries, 60,000+ team members, and 500M+ customers a year. The world's most productive retail operation by revenue per square foot.

- ▶ Built and deployed the sales and people operating model across 550+ stores globally, including in-store logistics from backroom to front of house, driving the store economics of the world's most productive retail operation.
- ▶ Redesigned the full employee life cycle across 60,000+ team members in 25+ countries, giving leaders the tools, technology, coaching frameworks, and structure to drive performance and protect culture at the same time.
- ▶ Revamped the global leadership model to put coaching and employee wellbeing at the center of performance. The result was the division's highest-ever customer NPS and measurable retention gains in every market.
- ▶ Partnered with the C-suite on Apple Retail's strategic roadmap across online, in-store, and contact center, tying people strategy and experience design directly to revenue and productivity.
- ▶ Built and executed the worldwide operating and reopening strategy through COVID, with new operating models that grew store revenue despite significantly reduced traffic.
- ▶ Built the worldwide prioritization and planning function that kept the business focused on what actually moved the needle for customers and for Apple.

CarMax

2008 – 2009

Regional Leader · CA · UT · AZ · NV · CO · OK

- ▶ Led and developed General Managers and sales leadership teams across 10 stores in 6 states through the downturn.
- ▶ Built a nationwide talent training and development system in partnership with the executive team.
- ▶ Delivered 20% year-over-year revenue growth through the global recession, driven by culture, coaching, and operational focus.

Target, Inc.

2002 – 2008

Store Leader → District Team Leader Program · NC · IN · CO

- ▶ Led a top-decile store: 400 employees, 16 managers, 36 department leads. Drove 15% year-over-year sales growth.
- ▶ Raised employee satisfaction and engagement 60% through a culture-first approach, and developed 4 store managers into leadership roles.
- ▶ Selected for the District Team Leader program on the strength of performance and people development.

03 / EDUCATION

University of Denver, Daniels College of Business

2017 – 2018

Master of Business Administration (MBA)

Purdue University

1996 – 2005

B.S., Organizational Leadership & Supervision

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