joe don zetzsche

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summary

Results-oriented senior executive in retail sales and operations with a proven track record of leading operations, procurement, merchandising and brand strategy. Brings deep expertise in strategic planning, sales, marketing and territory and product management. A transformational leader adept at developing talent, collaborating across departments and driving innovation. Forward-thinking and goal-focused, partners with key stakeholders to achieve exponential growth and a winning team.

Professional Experience:

2024-Present Rocking Bar Z; San Antonio, TX

Owner and Principal

* See Rockingbarz.com for the details of my consulting business.

1989 – 2024 H-E-B; San Antonio, TX

*H-E-B is a dominant US supermarket retailer with over 350 stores in Texas and Mexico generating $40B in annual revenue. Founded in 1905, they are the largest*

*privately held retailer in the USA. H-E-B is an industry leader and one of the*

*fastest growing retailers in the country building an intensely loyal customer*

*“fanbase.” H-E-B’s operational excellence and customer service are industry*

*models and highly regarded globally.*

Vice President, BLOOMS Floral Marketing (2008 – 2024)

* Served as strategic and people leader with full P&L responsibility for 300 floral shops generating $300M in annual sales. Developed and executed a new brand for the floral business unit successfully transitioning from a “supermarket floral department” to a full-service floral shop business within a leading mass retailer.
* Recruited, managed and motivated 25 corporate/regional procurement, marketing, and merchandising leaders with responsibility for 3,500 employees.
* Grew the business from $80M to more than $300M. Enjoyed double digit CAGR experiencing greater growth than the overall business.
* Reduced shrink from 12% to below 4% in the final four years, generating savings of $24M in 2023.
* Increased “Contribution” or net profit contributed to total store expenses from 11% to over 19% in the final four years. Increased annual profit dollars by $60M in 2021 with contribution of 20.8%.
* BLOOMS Floral Shops were recognized as the best and fastest growing floral business in U.S. in the mass-market segment with internal formal biannual customer surveys showing the business as dominant and the top floral option by customers in every market served.
* Served as a key assessor in the H-E-B “Leadership Development Assessment Center,” where nominated leaders participated in an intensive three-day off-site evaluation process. Recognized internally as a critical assessor whose feedback resulted in numerous promotions throughout the overall organization.

Professional Experience (Continued):

1989 – 2024 H-E-B; San Antonio, TX

**Regional Merchant Produce, Gulf Coast, Corpus Christi, TX (2004 – 2008)**

* Led 38 stores for produce, floral and general merchandise.
* Directed multiple grand openings including first large format H-E-B Plus store.
* Created and facilitated annual store leadership strategy meetings.
* Received the “Footprint into the Future” leadership award for overall contribution and successful impact on the overall organization.

**Business Development Manager Produce, San Antonio, TX (2001 – 2003)**

**Category Manager Produce, San Antonio, TX (1999 – 2001)**

**Top Store Leader, Abilene, TX (1997 – 1999)**

**2nd Store Leader, Abilene, TX ( 1994 – 1997)**

**Deli and Coverage Manager, Austin, TX (1994)**

**Grocery Manager, Round Rock, TX (1993 – 1994)**

**Store Manager Trainee, Temple and Killeen, TX (1992)**

**Bakery Manager, Austin TX (1991)**

**Bakery Manager, San Marcos, TX (1990 – 1991)**

**Bakery Manager, Lockhart, TX (1990)**

**Baker and Checker, Austin, TX (1989)**

education:

Master of Business Administration, 1998

Abilene Christian University, Abilene, Texas

Bachelor of Business Administration, 1988

Texas Tech University, Lubbock, Texas

professional affiliations:

International Fresh Produce Association, Chairman, 2019 – 2020, Board Member, 2018 – 2021

That Flower Feeling, Board of Directors, Current Member

awards:

International Fresh Produce Association, “Team of Six” Merger Award, 2021

Produce Marketing Association, Floral Marketer of the Year, 2013

H-E-B, Bob Brandt Great People Leader Award, 2009