

Steve A. Dubey

SUMMARY OF EXPERIENCES:

Thirty years of management positions in the college store industry with increasing responsibility and fiscal oversight: Operations Manager, Used Text Manager, Textbook Division Manager, Store General Manager, and Store Director. Consistently achieved results with innovative techniques, while providing leadership to the organization and statewide associations. Proven ability to build relationships on campus and with vendors to maintain relevancy in the collegiate retail environment.

EMPLOYMENT:

March 2012 to Present **UNIVERSITY OF NEVADA, RENO**

March 2012 to present Director, Nevada Wolf Shop
Summary:

Manage the \$8 million-dollar annual operation of the student government owned Nevada Wolf Shop and convenience store. Supervise the management team of professionals who oversee the daily operations of all aspects of the student business. The position is accountable for insuring that student government established profit goals are met annually through revenue and expense control. The Director is the marketing leader and addresses the needs of a diverse campus community. Also, responsible for assessing market feasibility for new products and services, determines market trends, and establishes new market niches. The position reports to the Director of Associated Students' University of Nevada, Reno as of January 2019.

Accomplishments:

- Established budgeting system with Excel worksheets to forecast: revenue, purchases, ROI, controllable and uncontrollable expenses.
- Implemented analytics to improve inventory turn, customer conversation rate, labor to revenue ratio, and student associate professional development.
- Redesigned merchandise layout to enhance the customer's experience and to maximize revenue to floor ratio.
- Offered new services and niche markets opportunities: passport processing, farmer/local market, and ethnic related merchandise.
- Established co-beneficial partnerships with Provost Office (NevadaFit), Athletics, Student Conduct, Disability Resource Center, President's Office, Judicial College, Residence Hall Association, and other campus departments along with student groups.

- Implemented in 2016 inclusive course material access program with the partnership with the Provost's office and Student Enrollment Management.
- Opened a new remote store August 2018 by working and partnering Residential Life (Housing).

**July 2000 to
February 2012**

*July 2000 to
February 2012*

**ASSOCIATED STUDENTS' CALIFORNIA STATE UNIVERSITY,
CHICO**

Bookstore Director, Chico State Wildcat Store

Summary:

Direct the operations and financial performance of a \$11.4 million revenue store including: annual operating budget and related operations; assures that service and product offerings meet campus needs; develops and implements policies and procedures for the store; assists the Executive Director with the development and implementation of corporate-wide policies; provides support for the Executive Director in making presentations regarding the store operations, financial performance, and policies to the Associated Students Business Committee and the Board of Directors; develops short and long range marketing and public relation plans. Hires, trains, evaluate, and counsel a staff of 11 career positions and 50 to 100 part-time student employees.

Accomplishments:

- Implemented new store brand/business model by developing stronger partnerships with student organizations and departments - Athletics, Alumni, Office of Disabilities, Greeks, & Arts
- Reconciled financial performance by developing and implementing annual budget worksheets in excel format.
- Established new businesses, like Clinique and coffee cart, to offset declining textbook revenue.
- Established rental programs at two private high schools and in store option.
- Developed a marketing/promotions department that has won NACS awards.
- Defined new e-commerce web site for the store.
- 2008 California Association of College Store's President
- Worked with California State legislators in developing AB2477 regarding textbooks.

**March 1997 to
June 2000**

*August 1998 to
June 2000*

ASSOCIATED STUDENTS' UCLA - LOS ANGELES, CA

General Manager, Division Area Manager III, UCLA Health Science Store

Summary:

Managed the operations and financial performance of a \$5.5 million revenue store including, but not limited to: merchandise assortment, presentation and promotion; customer service; inventory control; cash/security control; budget preparation/monitoring. Hires, trains, evaluate, and counsel a staff of 4 managers, 5 supervisors, and 15 to 30 part-time student employees. Assists with the development,

planning, budgeting and implementation of facilities and equipment upgrade projects.

Accomplishments:

- Achieved top line sales growth of 6% (\$300,000) in first year, 1998-1999
- Secured six new off campus accounts for dental and medical equipment. Annual revenue \$200,000.
- Developed and established a service program for UCLA Harbor and Santa Monica Hospitals for medical reference books.
- Developed, planned, and implemented a redesigned sales floor to enhance the sales of higher margin items. Increased soft good sales by 7% (\$78,000).
- Active participant in the formation of the Health Sciences Stores buying group for the University of California Independent Stores Group (UCISG). Elected team leader.
- Defined new e-commerce web site for the Health Sciences Store, including medical reference, medical and dental equipment, emblematic merchandise, and health care apparel.

*March 1997 to
July 1998*

Used Text/Off-Campus Manager, Division Area Manager I, Textbook Department

Summary:

Directed the operations and financial performance of this \$4.3 million department including: used text purchasing; speculative stock strategy and handling; buyback; inventory control; budget preparation/monitoring. Managed text floor operations including "rush" setup and replenishment. Developed off-campus sales of textbooks to secondary schools. Hired, trained, evaluated and counseled staff in all activities. Supervised 2 managers, 3 supervisors, and a staff of 20 to 50 part-time student employees.

Accomplishments:

- Achieved a sales growth of 23% (\$809,000) to reach the 4 million plateau in 1997-1998
- Achieved a Gross Margin over 40% with an aggressive speck stock program which resulted in half a million dollars in markups.
- Establish an off campus textbook relationship with Marymount High School. Annual revenue \$100,000.
- Reduced reorder and restocking time by 80% by designing a new computerized system to monitor sold out and on order textbooks.

**August 1996 to
February 1997**

UNIVERSITY OF ARIZONA, TUCSON

*August 1996 to
February 1997*

Textbook Division Manager, Senior Program Coordinator, Sr. UofA Bookstore - Textbook Department

**September 1988
to July 1996**

ASSOCIATED STUDENTS' UCLA - LOS ANGELES, CA

*January 1993 to
July 1996
April 1990 to
Commons*

Used Text/Logistics Manager, Division Area Manager I, Textbook Department
Operations Manager, Service Area Manager II, UCLA LuValle

December 1992 Store
September 1998 Used Textbook Assistant Manager, Service Area Manager I, Textbook
To March 1990 Department

EDUCATION:

May 2016 **University of Nevada, Reno**
Masters of Arts in Educational Leadership

March 1989 **University of California, Los Angeles (UCLA)**
Bachelor of Arts in Psychology