

Melvin J. Landry, MS, MBA, ABD

7929 Meadow Park Drive #202, Dallas, TX. 75230 Phone: (504) 251-1906 Email: profmervlandry@gmail.com

Summary

I am a seasoned scholar/practitioner with over twenty (20) cumulative years of professional experience and academic teaching experience (in-class, online & hybrid) modes. I possess a solid background and proven strength in academia, workforce education, business departments & entrepreneurship. Additionally, I have expertise in marketing research, procurement, strategic entrepreneurial business development, expertise in various online delivery learning management systems and promotional strategies at branding and product marketing levels. Expertise regarding the fifteen years of online adjunct faculty experience, inclusive of proficient use on the following LMS (learning management platforms) - **Blackboard, Moodle, ANGEL, Desire2Learn, Sakai, Pearson Prospero, WebTycho, Canvas & Brightspace.**

LinkedIn Profile: <https://www.linkedin.com/in/melvin-landry-1984118/>

Executive Skills

- | | |
|--|--|
| <input type="checkbox"/> Strategic Business Focus | <input type="checkbox"/> Leader and Visionary |
| <input type="checkbox"/> Critical Thinking | <input type="checkbox"/> Strategic Planning |
| <input type="checkbox"/> Results-oriented | <input type="checkbox"/> Financial Management |
| <input type="checkbox"/> Human Resources/Recruitment | <input type="checkbox"/> Entrepreneurial Spirit |
| <input type="checkbox"/> Caring / Effective Communicator | <input type="checkbox"/> Superior Team Player |
| <input type="checkbox"/> Highly Analytical | <input type="checkbox"/> Exceptionally Punctual on Tasks |

Experience

MGM Resorts International

March 2017 – September 2019

MGM Resorts International is a global hospitality and entertainment company operating destination resorts in Las Vegas, Mississippi, New Jersey, Detroit, and Springfield, MA including Bellagio, MGM Grand, Mandalay Bay and Park MGM.

Consultant/Contractor – Strategic Sourcing and Global Procurement

- Support vendor management resolution and cleanup in the backend P2P system Coupa
- Successfully manage the business transformation from new supplier relationship to the transition of organizational setup
- Partner with internal executive directors and VPS to effectively diagnose organizational stop gaps and successfully seek resolution
- Coach business clients on strategic, tactical and behavioral issues to increase organizational effectiveness of vendor management.
- Audit various vendor programs for verifiability, pricing, and incentive structures
- Support professional services, real estate and facilities team and strategic sourcing proposals, contracts, amendments, and non-disclosure agreements.

Heartland Automotive Services, Inc, headquartered in Irving Texas, is the shared services area of the largest franchisee retail quick lube company of Jiffy Lube in the US. With over 539 properties in US operating under the Heartland Automotive Franchise banner, the organization employs over 6,000 employees on revenues over of \$365 million dollars.

Head of Purchasing & Supply Chain

As the head of purchasing, I was responsible for directing and executing procurement and supply management activities. Working with other functional teams, I lead the creation and enforcement of end to end procurement strategies and ensure compliance to a strategic sourcing process that optimizes, and leverages spend. I am also responsible for delivering financial and negotiated savings targets, innovation, and continuous improvement in total cost of ownership year over year, while maintaining and improving supplier service levels.

- Lead the development and implementation of procurement strategy with necessary stakeholder support, and be responsible for the establishment of purchasing budgets, plans, policies, systems, and procedures within the organization.
- Developed & implemented enterprise procurement strategies based upon continuous monitoring and forecasting of impacting variable market conditions.
- Identified, evaluated, and seized opportunities to reduce sourcing and purchasing costs by establishing contracts that improve the organization's buying patterns.
- Drove negotiation strategies for the most complex, high value and strategically important third-party relationships to secure terms that are in the organization's best interest.
- Negotiated new contractual terms and interpret existing contracts, demonstrating an understanding of legal principles.
- Partnered and executed responsibilities with functional leaders in a manner that strengthens business partner and supplier relationships.
- Developed scorecard benchmark measures to be used for continuous improvement to include best-practice based processes and procedures.
- Built a Operational Supply Chain Center of Excellence to transform the Procurement function.

Caesars Enterprise Services located in Las Vegas Nevada is the shared services area of the largest casino entertainment company in the world. With over 40 properties in seven countries, the organization employs over 21,000 employees on revenues over of \$8.3 billion dollars.

Category Director, Strategic Sourcing & Supply Chain

Lead the Enterprise Procurement group in the assigned areas of Sales, Marketing, Shared Services and other Professional Services. This area represents approximately \$622MM in marketing and entertainment spend across the organization. I manage five direct reports and eleven indirect reports at the property level across the world.

- Synthesizes industry analysis, criticality analysis, business knowledge, historical pricing trends, and develop written category strategies
- Employed appropriate negotiating techniques based on sourcing strategy and lead supplier negotiations to reach optimal agreements
- Performed relevant financial analysis (i.e. financial statements, NPV, ROI, IRR and PPV) to support sourcing processes and outcomes
- Reviewed contractual documentation ensuring compliance with corporate standards
- Developed innovative and appropriate e-sourcing strategies for acquiring marketing related services and technologies
- Managed complex cross-functional sourcing initiatives ensuring timelines and deliverables are met
- Improved procure-to-pay process as an outcome of sourcing initiatives
- Built and maintained trusting relationships between the Sourcing group and senior level marketing executives
- Managed over 15,000 suppliers and creates criteria for measuring supplier performance via scorecards and benchmarks
- Lead training improvement for the organization inclusive of membership collaboration drives, coordinated team educational seminars in the supply chain, procurement, and business law areas.

ConAgra Foods, located in Chicago Illinois is one of the largest and diversified packaged foods companies in North America with major presence in retail outlets, foodservice and restaurants, and in ingredients headquartered in Omaha, Nebraska. ConAgra reported net sales of 13 billion dollars and operating profit of \$2.51 billion in May of 2012. ConAgra brands are currently in 97% of all U.S. Households.

Procurement Category Manager/Executive – Capital Corporate Services, Marketing Services, Human Resources, & Professional Services

I lead the Enterprise Procurement group in the assigned areas of Sales, Marketing, Shared Services, HR, and other Professional Services. This area represents approximately \$230MM in spend across the organization. Additionally, my role included sourcing; negotiating, contracting, implementing, and managing supplier relations for specific spend categories. Ultimate goals were to drive hard dollar cost savings and to improve the quality and effectiveness of current and future supplier relationships.

- Lead and managed marketing services categories and jointly plan and execute sourcing strategies in collaboration with key functions across the enterprise
- Established strategic relationships with the supply base, negotiate, contract, and implement preferred supplier agreements. Additionally, leads cross-functional teams in sourcing initiatives
- Conducted research on market dynamics, cost drivers, supplier business models, and historical spend to enhance future negotiations for assigned categories
- Drafted Requests for Information (RFI), Request for Proposal (RFP), and conduct associated analysis for measurement of contract and supplier efficiencies
- Resolved supplier and internal customer issues to insure a successful implementation process in order to drive cost savings through continuous improvement activities
- Managed supplier relationships and track Key Performance Indicators (KPI's) to evaluate and report performance
- Documented ongoing savings and conduct spend forecasting analyses at the enterprise level to ensure continuity of services for assigned categories by working with high quality suppliers and managing supplier performance
- Mastered the ability to understand advanced sourcing practices and their application. Provide organizational leadership in terms of developing innovative approaches to new technology
- Developed and maintenance relationships with a wide variety of suppliers and operating company personnel

Center For Farm & Financial Management- Univ. of Minnesota - May 2011 – Oct 2013

The Center for Farm Financial Management initiate contracts with individuals to conduct business plan consulting with farmer and fishermen participants in the Trade Adjustment Assistance Program for Farmers (TAA). The location of the consulting is unknown until commodities are approved for TAA and may be anywhere in the United States.

Business Planning Consultant – Trade Adjustment Assistance for Farmers

- Work individual with participants of select agricultural commodities (shrimp & catfish) who participate in the program
- Successfully coach participants on business & marketing plan creation, and financial statements such as a balance sheet and cash flow analysis
- Recommend approval/disapprove of business plans to the Center for Farm Financial Management
- Coach business clients on strategic, tactical and behavioral issues to increase organizational effectiveness

JBS Swift and Company

June 2004 – January 2007

JBS Swift and Company is a beef, pork and lamb processing firm headquartered in Greeley, Colorado. Swift is the second largest multi-ingredient processor in the world with processing facilities in the United States, Australia, and Brazil.

Brand Manager – Seasoned & Processed Meats

In this position, I managed the multi-ingredient category segment, Swift Premium and Private Labeled brands within the marinated beef and pork segments. Cross-functional project management initiatives included marketing insights and syndicated analytics within the sales and marketing divisions of the company. Other duties performed included conducting research on financial analysis, internal food processing data analysis and preparation of marketing presentations for brokers, managers, vice presidents and general managers. Previously managed \$11.5MM scan data and marketing analytics budget and \$21.2 MM budget for the branded seasoned meats segment. Outside divisional duties included assisting the human resources division with recruitment efforts of new hires for the Swift Leadership Training program. Recruited and interviewed undergraduate and graduate candidates.

- Initiated and developed creative analytical approaches to sales and marketing reporting through Microsoft Excel, Peoplesoft Financial, and Crystal Reporting which improved communication initiatives and reduced cross-functional reporting discrepancies
- Led a cross-functional team to re-launch the seasoned and marinated beef and pork platform with new and improved flavors, packaging specification, labels, and food photograph design graphics
- Effectively managed all consumer promotions under the seasoned and marinated beef and pork platform. Worked through corporate policies, legal requirements and design graphic regulations ensuring corporate and customer compliance with regards to coupons, contests, and sweepstakes

- Partnered with policy and analysis division in the evaluation of customer loyalty research project to all customers that Swift and Company serves, implementing customer satisfaction metrics of measuring on time delivery, presentation performance of packaged goods products, and consumer acceptance. By implementing these imperatives, the company was better able to understand the needs of their best customers
- Served as the lead marketing representative on the council of platinum accounts for Publix and Shaw's Supermarkets and Meijer Stores respectively
- Previously assisted marketing director and senior brand manager in the redesign and development of a new single uniform Angus brand, which will combined the current (Swift Premium Black Angus) and (Swift Angus Select) company brands. This falls in place with company initiatives for a revitalization of the existing Angus brands portfolio
- Actively participated in all minority career fairs that Swift and Company exhibited and participated in and served as the diversity representative for the company

New Orleans (Hornets) Pelicans

December 2003 – June 2004

A professional franchised basketball corporation, part of the National Basketball Association's Western Division, headquartered in New Orleans, Louisiana.

Marketing Researcher, Customer Satisfaction and Consumer Insights

Conducted qualitative marketing research through in-depth interviews targeting sensitivity issues of parking, concessions discounts, pre-game and halftime entertainment, and ticket cost issues during home basketball games

- Partnered with sales and marketing personnel on distribution of J.D. Power and Associates, food and beverage, and premium item surveys to fans in order to market and promote free team incentives and giveaways
- Partnered with marketing advisor while at the University of New Orleans to create a marketing department brochure to promoting the internship program and generate awareness
- Worked with senior management at the New Orleans Hornets to evaluate, advise and interpret the impact of long-range planning for new incentive programs, strategies, policies and regulatory actions as those items impact the attraction, motivation, development, and retention of the sources of revenues for customers

Kraft Foods North America, Inc.**May 2002 – August 2002**

Kraft Foods North America is the #1 food business in the US. The company's major brands include Kraft, Maxwell House, Oscar Mayer, and Post. Kraft Foods North America also makes Jell-O, Kool-Aid, Minute rice, Stove Top stuffing, and Velveeta. Parent Philip Morris now Altria Group bought Nabisco in 2000 and folded those operations (including Ritz crackers and Chips Ahoy!) into Kraft Foods North America.

Commodity Risk Manager, Procurement (Internship)

Conducted market and price analysis, conducted maintenance of fundamental dairy database, comprised weekly market reports, developed risk management presentations, and conducted research in procurement using USDA and Nielsen data.

- Led the planning, development, implementation and administration of commodity marketing reporting inclusive of analysis, trends and economic development
- Monitored procedures to ensure company wide compliance and alignment with corporate strategy on dairy commodities
- Provided analytical and insight information services to senior executive management and made recommendations to increase global acceptance and increase profit margins and new market and international opportunities

University of Arkansas at Fayetteville**August 2000 – May 2002**

The University of Arkansas at Fayetteville is a nationally competitive student-centered research university serving Arkansas and the world with approximately 16,500 undergraduate and graduate learners.

Marketing Leader/ Graduate Teaching Assistant

Served as a recruiter, demonstrated and researched additional ways to market the Arkansas Graduate School to gain additional graduate students. Initiated contact with prospective students and developed a Contact Method Survey for minority recruitment implementation purposes. Additionally, I assisted in teaching undergraduate level classes in the Agricultural Economics department.

- Founded and created charter for MANRRS (Minorities in Agriculture, Natural Resources, and Related Sciences), and implemented registered student organization status at the University. Served as the first chapter president and first ever national executive committee member representative from the University
- Provided leadership, training, and development to undergraduate work study employees in the department of Agricultural Economics. Initiatives included teambuilding, departmental initiatives and student leadership
- Co-authored research in agricultural economics entitled "Economic Growth and Local Government Expenditures". Article has received publication with the Journal of Applied Research in Economic Development

- Education** Southern University A&M College, Baton Rouge, Louisiana BS, December 1999
- Major: **Agricultural Economics** Minor: Economics
- University of Arkansas, Fayetteville, Arkansas MS, December 2001
- Major: **Agricultural Economics** Minor: Marketing
- University of New Orleans, New Orleans, Louisiana MBA, December 2003
- Major: **Marketing** Minor: Business Administration
- Concordia University of Chicago, River Forest, Illinois DBA, *expected May 2021*
- Major: **Leadership & Innovation**
- Approved Dissertation Topic: **A Quantitative Analysis of Job Satisfaction & Turnover Intention in the Millennial Generation**

Articles Landry, M., Murova, O., Rainey, D. (2006) Economic Growth and Local Government Expenditures. *Journal of Applied Research in Economic Development*. 3(2), 45-55.

Presentations Landry, M., (2015) Roundtable – Social Tools in Procurement Process Sourcing Process, **PROCURECON - INDIRECTS** September 2015. Phoenix, Arizona

Landry, M., (2014) Sourcing Interaction with Project Management. **PMP Las Vegas Chapter Meeting**, March 2014 Las Vegas Tuscany Hotel. Las Vegas Nevada

Landry, M., (2012) Client / Agency Collaboration and Processes Drive Value & Efficiencies. **IMC Integrate Conference 2012**, Morgantown, West Virginia

Landry, M., (2011) CRM and Social Media, expectations for businesses and consumers alike. **West Virginia University Integrate Conference 2.0**, Morgantown, West Virginia

Recent Course Designs Concordia University of Chicago – Undergraduate Business Program (Fall 2020)

1. **Principles of Human Resources Management**
2. **Principles of Management**
3. **Marketing Management**

American Council of Education Curriculum Reviews (ACE)

Ed4Credit Virtual Review – Business Law & Economics – December 2016	Straighterline – Baltimore Maryland – Finance and Accounting – April 2014
MG Robert Joyce On Site Review – San Antonio Texas – Economics – July 2014	American Payroll Association (Virtual) Review – Economics & Finance – August 2014

Part Time Adjunct Faculty Positions

1. University of Dallas (Ground – Face to Face)	2. Shoreline Community College (Online)
3. Lane Community College (Online)	4. Concordia University of Chicago (Hybrid)
5. Park University (Online)	6. Liberty University (Online)

Associations, Memberships, Certifications, & Advisory Committees

1. United States Distance Learning Association	2. Institute of Supplier Management
3. Quality Matters – Certified Master Reviewer – Online/Distance Education Courses – since 2009	4. 2010 – 2015 Empire Who's Who Executive and Professional Registry
5. Project Management Course Certification – George Washington University February 2009	6. Association of National Advertisers, Inc.
6. Procure Con Indirect EAST	7. Procure Con IT

Courses taught

Bachelors & Masters Levels – Ground, Hybrid & Online

1. Principles of Macroeconomics	2. Principles of Microeconomics
3. Principles of Finance	4. Fundamentals of Marketing and Sales
5. Brand Management	6. Sales Promotions
7. Developing a Business Perspective	8. Strategic International Management
9. Introduction to Statistics	10. Leadership for Organizations
11. Intermediate Macroeconomics	12. Intermediate Microeconomics
13. Labor Economics	14. Money, Credit, and Banking
15. Contemporary Topics in Marketing	16. Financial Accounting Systems
17. Introduction to Sports Marketing	18. Sports Management & Advertising
19. Business Economics	20. Introduction to Business
21. Introduction to Advertising	22. Economic Analysis
23. Consumer Behavior	24. Business Statistics
25. Operations Management	26. Introduction to Business Technology
27. Foundations of Sustainability	28. Business Communications
29. Advertising Mgmt. Capstone Presentation	30. Copy & Communications Management
31. Media Management	32. Sustainable Agriculture
33. Introduction to Entrepreneurship and Small Business	34. Human Resource Management
35. Introduction to Retail Management	36. Econometrics I
37. Selling and Service	38. Production Controls
39. Managing Store Operations	40. <i>Government Contract Law</i>
41. Application of Retail Mathematics	42. Retail Strategies and Plans
43. Retail Concepts and Principles	44. Retail Performance Analysis
45. Communication, Negotiation, Building Relationships	46. Leading a High-Performance Retail Team
47. Strategic Management for the Energy Industry	48. Sports Marketing and Communications
49. Services Marketing	50. Financial Institutions and Markets
51. Strategic Business Communications	52. <i>Business & Contracting Law I & II</i>
53. Marketing Research	54. Global Leadership
55. Strategic Internet Marketing	56. Personal Selling
57. Public Relations	58. Law and Ethics in Business
59. Total Quality Management	60. Production and Operational Analysis
61. Economics of Management	62. Social Media and Marketing
63. Consumer Behavior	64. Managerial Finance
65. Search Engine Marketing	66. Online Media Marketing
67. Managerial Economics	68. Economic Theory
69. Sports Economics	70. Sports Leadership
71. Risk Management	72. Operations Management for BUS Majors
73. Sports Law	74. Social Economic Perspective
75. Foundation of Academic Success	76. Freshman Success Seminar

Academic & Professional References

Douglas D. LaVergne, PhD Associate Professor / Assistant Dean Texas A&M University - Commerce College of Agricultural Sciences and Natural Resources (CASNR) 903.886.5353 doug.lavergne@tamuc.edu	Ronald W. Wagner, PhD, ATC CEO Relearnit 209 Rue St. Louis Florissant, MO. 63031 314.717.1906 rwagner@relearnit.com
Daniel V. Rainey, PhD Associate Professor University of Arkansas at Fayetteville 222 Agriculture Building Fayetteville, AR 72701 479.575.5584 rainey@uark.edu	Corey D. Ross Senior Manager, Consumer Insights Whirlpool, Inc. 215 W Diehl Road Naperville, IL 60563 513.266.6230 Rossd5@yahoo.com
Nathan Williams, PhD Assistant Professor University of Texas at Dallas School of Natural Sciences and Mathematics FO 2. 402C 972.883.6476 Nathan.Williams1@utdallas.edu	Allison A. Thomas Senior Economist United States Department of Agriculture Foreign Agricultural Service Washington, DC 20004 202.690.1850 economics312@gmail.com
Dennis N. Sigur, Jr. Instructor – Programmer Analyst Department of Computer Science Xavier University of Louisiana 1 Drexel Drive New Orleans, LA. 70119 504.261.5816 dsigur@xula.edu	Olga Bolden-Tiller Assistant Professor Tuskegee University Department of Agricultural and Environmental Sciences 312 Milbank Hall Bldg Tuskegee, AL 36088 713.443.2988 OBTiller@tuskegee.edu
Ronald L. Rainey Director, Agricultural Extension Foundation State of Arkansas Extension Service Little Rock, Arkansas 501.310.3836 rrainey@uaex.edu	Rick Bebout Technology Specialist Reed College of Media West Virginia University Morgantown, West Virginia 304.293.5736 RDBebout@mail.wvu.edu
William Torrence, PhD Associate Professor Health & Kinesiology 1200 North University Drive Mail Slot 4977 Pine Bluff, Arkansas 71601 870-575-8697 torrencew@uapb.edu	LTC Henry Trudell, MBA United States Army Logistics Officer 111 East Dewey Avenue #457 Wharton, NJ 07885 504.251.8260 henry_trudell@yahoo.com