



**D**IANNE MIETHNER is our Customer Service and Store Operations Specialist with 20 years of experience in retail operations at various positions from store and regional management to operations management at the National level. She has worked with various prominent North American retail chains within the apparel, electronics, and food specialties and now holds the position of Senior Consultant & VP Operations for DMSRetail Inc.

Although her focus is on customer service and store operations management, during the early years of her career, Dianne managed various retail Head Office Support departments which gave her invaluable exposure to the workings of the all-important communication links between the field and Head Office Operations. During her retail career she has produced \$350 Million in revenue and, with an exceptional ability to develop her people, she has received numerous performance awards - from

sales and other KPI's to Loss Prevention and effective store operations - for elevating her teams to the forefront of the other districts/regions in those companies.

Dianne has in-depth knowledge and understanding of the influence and effect of company culture on the field organization and the customer. She is an avid customer service fanatic and has contributed to the field through a number of articles and books.

She is certified by Babson College Retail Department - Strategic Planning & Management in Retailing.