

Brenden Cavazos

|
Brenden.cavazos@gmail.com

|
[linkedin.com/in/cavazosbren/](https://www.linkedin.com/in/cavazosbren/)

|
Program
and
Product
Portfolio
Professional
Summary
Strategic
Program
Manager
with
8+
years
leading
enterprise
initiatives
across
retail,
e-commerce,
supply
chain,
and
merchandising
organizations.
Proven
track
record
driving
commercialization,
product
development,
and
operational
transformation
through
cross-functional
leadership
and
data-driven
decision
making.
Experienced
partnering
with
business,
operations,
and
technology
teams
to

deliver
scalable
solutions
that
improve
customer
experience
and
business
performance
Professional
Experience
Walmart
Bentonville,
AR
Strategic
Initiatives
Program
Manager:
Transportation
&
Fulfillment
Aug.
25'
—
Present
●
Own
end-to-end
program
strategy
for
\$2B+
omni-channel
fulfillment
and
transportation
across
Walmart
Food
and
Home,
architecting
SOPs
and
14-week
planning
frameworks
that
align
15+
cross-functional
teams
on
first

mile
through
last-mile
execution
readiness



Identified
a
transportation
planning
gap
via
user
research
and
voice-of-customer
surveys;
built
and
validated
an
MVP,
then
scaled
to
250+
business
partners,
driving
\$5M+
savings,
17%
on-time
delivery
improvement,
\$100M+
risk
mitigation,
and
6.6K
hours
saved
annually
before
transitioning
to
Product



Built
the
division's
first
AI-powered
program
management

solution,
saving
600+
annual
hours
through
automated
executive
communications
for
450+
associates



Partnered
with
merchants,
suppliers,
and
operations
to
translate
business
priorities
into
execution
strategies,
driving
launch
readiness
and
risk
mitigation
across
seasonal/modular
programs,
improving
on-time
delivery
15%,
in-stock
4%,
and
fulfillment
8%

Merchandising
Replenishment
Manager,
Seasonal
Toys
Sep.
24'



Aug.
25'



Led
25-week
strategic
planning
for
\$550M
seasonal
business
across
Merchandising,
Supply
Chain,
and
Operations
driving
97.5%
in-stock
performance
across
4,000+
stores
and
35+
fulfillment
centers

●
Owned
lifecycle
inventory
strategy
for
275+
SKUs
and
75+
suppliers,
forecasting
seasonal
demand,
managing
supply
risk,
and
executing
contingency
plans
to
support
product
availability

●
Led
enterprise
decision-support
capabilities

across
inventory,
promotions,
and
forecasting
for
23
teams
and
350+
users,
saving
340K+
labor
hours
annually
and
improving
planning
visibility
Sr.
Analyst
Merchandising
Sep.
23'

—
Sep.
24'

●
Developed
e-com
dashboard
and
tooling
cutting
operational
time
99.4%,
boosting
SKU
readiness
and
shelf
accuracy
for
2800+
users,
Trained
300+
associates;
authored
change
management
docs

●

Led
project
lifecycle;
partnered
with
20+
teams,
transitioned
ownership
to
Product/Tech
for
scaling.

●
Presented
insights
to
senior
leaders
across
15+
enterprise
divisions;
secured
cross-functional
buy-in

●
Won:
'Win
In
Digital'
award
for
digital
transformation
in
merchandising/inventory
health
Merchandising
Strategy
Project
Manager,
Supplier
Excellence
May.
23'

—
Sep.
23'

●
Led
cross-functional
development
of
Claims

and
Returns
Scorecard
(CARS),
unlocking
first-time
visibility
into
\$2B+
annual
claims
across
5K+
suppliers

●
Directed
annual
defective
allowance
rate
reset
with
Finance,
Legal,
and
Supplier
teams,
aligning
rates
to
prior-year
actuals
Supply
Chain
Technology
Ops.
Lead
|
Inbound
&
Outbound
Operations
Nov.
18'

—
April.
23'

●
Led
9-person
crew,
Boosted
output
20%+
(200

to
240
cases/hr)
using
lean
sigma
six
practices

●
Cross-trained
across
9

warehouse
functions
(receiving,
inventory,
fulfillment,
shipping,
systems
etc..),
building
end-to-end
operational
expertise
and
foundational
supply
chain
understanding

Selected
Products
&
Program
Initiatives
Active
Promotions
Report
(APR)
Problem

:
Merchants
spent
262K+
hours/year
manually
validating
promotions,
limiting
focus
on
growth
Solution
:
Designed

and
launched
an
enterprise
Looker
dashboard
that
automated
QA,
surfaced
promo
readiness,
and
eliminated
repetitive
work
Impact
:
Adopted
by
2,800+
users
across
Walmart;
certified
by
E-Commerce
Analytics
and
scaled
enterprise-wide;
reduced
manual
work
by
99.4%
(saving
\$1.6M
annually);
led
trainings
for
400+
associates
across
all
SBUs
Home
Decor
Spring
Modular
Problem
:
\$100M
Home

business
initiative
requiring
a
50%
assortment
transformation
nationwide;
prior
launches
struggled
with
receiving-window
compliance
and
on-time
delivery,
risking
incomplete
sets
and
stockouts
Solution
:
Served
as
Merchant
Relations
Program
Lead
over
a
17-week
planning
cycle,
aligning
Merchandising,
Replenishment,
Transportation,
and
Supplier
Operations
across
10+
suppliers
Impact
:
Improved
receiving-window
compliance
from
83%
to
100%
(+17

pts),
on-time
delivery
from
67%
to
88%
(+21
pts),
and
store
invoicing
readiness
from
72%
to
93%
(+21
pts)

CERTIFICATIONS

AI
Product
Management
|
Duke
University
Digital
Product
Management
Specialization
|
University
of
Virginia
Generative
AI
for
Product
Managers
|
IBM
Google
Digital
Marketing
&
E-Commerce
Professional
Certification
|
Google
SQL
for
Data
Science
|

University
of
California,
Davis
Foundations
of
UX
Design
|
Google
EDUCATION
Purdue
University
West
Lafayette,
IN
Bachelor
of
Science
in
Business
Administration
Oct.
23'



Concentration:
New
Media
&
Digital
Marketing
SKILLS
Program
&
Product
Leadership
Program
Management



Product
Operations



Product
Development



Stakeholder
Management



Change
Management



Executive
Communications



Launch

Readiness

-

Risk

Mitigation

Commercialization

&

Retail

Strategy

Commercialization

-

Retail

Launch

Planning

-

Supplier

Enablement

-

Merchant

Enablement

-

Omnichannel

Strategy

-

Strategic

Planning

-

Business

Transformation

-

Forecast

Planning

Technical

&

Analytical

Tools

SQL

-

DBeaver

-

Looker

-

Google

Analytics

-

Figma

-

Agile

Methodologies

-

AI

Tools

&

Automation

-

Large

Language
Models