

Mike Carter



Mike has 40 years of experience in the grocery, drug, and specialty retail industry. His career includes working with such major companies as HEB Grocery, Supervalu, Great Atlantic & Pacific Tea Company, Radio Shack, Minyard Foods, and CVS Pharmacy. During this time he developed valuable expertise and executive leadership skills in many areas, including: strategic planning/implementation, customer service excellence, branding/repositioning, change management, leadership training and development, productivity and cost improvements, and multi-unit operations.

Mike's career began with HEB Grocery in San Antonio, Texas, while he earned his BBA in Marketing from the University of Texas in Austin. The HEB job turned into a 20 plus year career at the very successful grocery/drug retailer. Mike rose quickly through the ranks and held several key executive positions at HEB including Regional Director of Operations, Director of Training & Development, Director of Store Solutions, Director of Continuous Improvement, and District Manager. During this time Mike continued his education, earning his MBA from the University of Texas at Austin.

Mike then spent three years with Supervalu, on both the wholesale and retail sides of the business. He initially served as EVP of the Midwest Division, the second largest sales volume wholesale division in the company, with 5 distribution centers in 4 states. Later, with the reorganization of Supervalu retail, Mike was asked to lead the Cub Foods East Division – a 51 retail store group in 3 states, including the greater Chicago market.

Mike was recruited by The Great Atlantic & Pacific Tea Company and his first assignment was President of their Mid-Atlantic Division in Philadelphia. After only one year he was promoted to President of the Midwest Division in Detroit. The two-banner division had 140 stores doing \$2.5 billion annually.

When A&P decided to sell their Midwest & Canadian Divisions, Mike returned to Texas and held senior strategic and operational leadership roles at Radio Shack, Minyard Foods, and CVS Pharmacy.

Since 2013 Mike has served as Vice President Business Development for Logile, a leader in Workforce Management solutions. Mike's networking skills have helped Logile grow tremendously in the past eight years and become recognized as the top workforce management provider for retailers, as rated by customer satisfaction surveys (2021 RIS LeaderBoard).

Mike also is principal in a consulting practice with his wife and co-founding partner, Suzanne – providing strategic and tactical solutions for retailers, suppliers, start-ups, private equity, and non-profits. Suzanne is a professor at Texas Christian University and teaches Strategy in the Neeley Business School. Mike also works with small to mid-size businesses as a resource for their leadership and operations teams.

Mike and his wife Suzanne reside in Fort Worth, Texas and their three daughters all attend TCU.

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