

RANDOLPH ANTHONY BURTON

Senior Director Information Technology

Dallas-Fort Worth Metroplex | (972) 896-6498 | randolphburton66@gmail.com

STRATEGIC DECISION MAKING, BUSINESS ANALYSIS, TECHNOLOGY FOCUSED

Visionary Senior Executive with a dynamic record of leading enterprise-wide digital transformation, specializing in AI-driven strategy, business analysis, and technology innovation. Adept at aligning GenAI and Machine Learning solutions with core business functions-enhancing decision-making, supply chain resilience, and omni-channel performance across Fortune 500 environments. A trusted advisor and cross-functional leader recognized for translating complex technology into tangible outcomes, fostering data-first cultures, and navigating large-scale change with agility and impact.

Areas of Expertise

AI Strategy & GenAI Integration | Demand Planning | DC Fulfillment | eCommerce Planning | Expense Management Lifecycle Planning Business Development | Data Warehousing & Business Intelligence | Market Insights | Customer Segmentation Process Improvement Project Management | Supply Chain | Trusted Client Advisor | TMS & WMS | Omni Channel Retail Innovation | S&OP | Business Development | Predictive Analytics | Cloud & Data Warehousing | Digital Transformation Leadership | Cybersecurity Awareness

Technical Proficiencies

Arthur Merchandise Planning | JDA Fulfillment | AS400 | JDA Enterprise Planning | Artificial Intelligence | JDA Demand | JDA WMS/ TMS | Big Data Expert | Machine Learning | Manugistics | MuleSoft | Optimity Software | Oracle Based Systems | Cloud | Predictive Modeling | COGNOS | Salesforce Proficient | Data Mining | SAP | EPICOR | Security (Network) | Smartsheet | ServiceNow | Microsoft Office Suite | SAP QM | SAP MM/MM | SAP BW | SAP PLM | SAP PP | Alteryx | Web Analytics | Cybersecurity | Statistical Analysis

Professional Experience

Senior Director, IT Operations - Sally Beauty Holdings, Denton, Texas | 2022 - 2024

Directed enterprise-wide technology operations with a focus on AI-powered innovation and operational excellence. Spearheaded the integration of Machine Learning models into forecasting systems, improving inventory precision and reducing excess stock by 18%.

- Pioneered a Generative AI Pilot to automate business intelligence reporting, slashing turnaround time by 40% and enhancing cross-functional insights. Senior level posture in managing systematic guardrails and process to drive sales and inventory productivity.
- Developed a future-ready "Go Forward Strategy" aligning AI initiatives with business goals by improving overall productivity by 15%. Strategically managed systematic guardrails and processes to drive sales and inventory productivity resulting in increasing productivity by 20% as a result of streamlining workflow.
- Expert in AI strategic planning and business objectives, delivering quantifiable improvements to enhance corporate finance, planning, and allocation.

Director, Global Strategic Services (Consultant) - Blue Yonder, Dallas, Texas | 2019-2021

Served as a thought leader in AI-enhanced enterprise planning, advising Fortune 500 clients on digital transformation, S&OP, and intelligent fulfillment strategies. Applied Machine Learning and predictive analytics to optimize supply chain planning, inventory forecasting and scenario modeling.

- Led integration of AI-powered planning systems, enabling dynamic demand sensing and delivering a 20% cost reduction across global operations.
- Directed pre-sales and implementation of GenAI capabilities in multiple industry analytics and autonomous planning-boosting user adoption by 30% through intuitive, AI enhance interfaces.
- Advise Senior Leadership partners in various industry verticals on industry "Best Practices" and Process Methodologies while communicating the business requirements to technical and functional Project Management colleagues.

Director, Strategic Services (Consultant) - JDA Software, Scottsdale, Arizona | 2018 - 2019

- Drove early-stage ML roadmap alignment and optimized project portfolio by 10% through streamlined decision-making processes. Collaborated with Business Directors and Leadership Teams to prioritize enhancements needed in product development.
- From a Senior Leadership posture, led process diagnostic and solution design workshops to prepare for successful implementation and AI Generative system adoption.

Senior Demand Planning Manager - Sears Holdings, Hoffman Estates, Illinois | 2016 - 2017

Developed and maintained demand forecasting models for the business. Provided insights and recommendations to the sales and marketing teams on demand trends, product availability, and capacity issues.

- Delivered sales and margins while meeting inventory turnover, in-stock percentage, and liability inventory targets for specified external customers through the successful execution of material flow plans.
- Implemented standardized planning processes and developed weekly business forecasting related level business plans.

Additional Experience

Senior Strategy Consultant - Independent Consulting Group, Dallas, Texas
Senior Director of Corporate Planning - Zale Corporation, Irving, TX
Manager of Planning - Haggard Clothing Company, Dallas, TX
Senior Retail Planner - Phillips Van Heusen Corporation, New York, NY
Senior Direct Inventory Planning Manager - JCPenney Company, Plano, TX

Strategic Engagement Highlights

- **Post-Merger ERP & CRM Integration - Fortune 500 Retailer**
Led enterprise wide integration across business units, streamlining operations and improving efficiency by 15%.
- **AI Forecasting Transformation - Sally Beauty Holdings**
Directed implementation of ML - powered forecasting systems, reducing excess inventory by 18% and increased productivity by 20%.
- **Generative AI Pilot - Business Intelligence Automation**
Designed and launched a BI reporting initiative using Generative AI, cutting turnaround time by 40% and enhancing cross-functional decision-making.
- **AI Maturity Assessment - Global Logistics Firm**
Conducted readiness evaluation and identified \$3M in cost-saving opportunities through predictive analytics and automation strategy.
- **Digital Planning & Supply Chain Strategy - Fortune 500 Clients**
Advised executive stakeholders on aligning technology strategy with business goals, accelerating time-to-value and adoption.

Global Collaboration & Cross Functional Leadership

- Partnered with teams across **North America, Europe, and Asia** to deploy scalable, cloud native platforms supporting high-volume, customer-facing operations.
- Led cross-functional initiatives involving **IT, finance, supply chain, and product teams**, aligning technology strategy with business goals and driving enterprise wide transformation.
- Facilitated collaboration between **technical architects, data scientists, and business stakeholders** to deliver AI-powered solutions that improved forecasting accuracy and operational efficiency.

Education

University of North Texas, Denton, TX | B.F.A., Marketing
Northwestern University, Evanston, IL | Pritzker School of Law, Center for Corporate Legal Studies
(21 hours of completion towards certification)