

# RANDOLPH ANTHONY BURTON

## Senior Director Information Technology

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### 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/WM | 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**

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**Senior Strategy Consultant - Independent Consulting Group**, Dallas, Texas  
**Senior Director of Corporate Planning - Zale Corporation**, Irving, TX  
**Manager of Planning - Haggar 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**

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- **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**

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- 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**

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**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)