

# Ed Carter

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**Ed Carter** is a highly numerate retail / B2B professional with deep international / multi-channel experience in broad, cross-functional business and technical roles including:

- ❑ **Business project leadership** – successfully adapting winning strategies across channels / countries in order to set up and grow new business programs
- ❑ **Business insight analysis** – extensive decision support and data mining experience including product, customer and financial analysis
- ❑ **Rapid application development (RAD)** – business insight / merchandising tools combining desktop applications (Access, Excel, VBA) with enterprise strength database tools (Oracle, etc.)

Ed thrives on solving tough business problems by combining seriously creative thinking with robust, data driven investigation, backed up with hands on operational experience transforming strategic ideas into reality.

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## Business Skills

- Business project leadership
- Business insight analysis
- Small business customer behavior (0 - 100 employees)
- Office products industry merchandising / marketing
- Website development
- Pricing (product & customer)
- Product matching / parity

## Project Skills

- Project road-mapping
- Requirements gathering
- Business benefits assessment
- Financial scenario analysis
- Lessons learned

## Languages

- French (fluent)
- German (working)
- Mandarin (beginner)

## Technical Skills

- Technical leadership (RAD)
- Data profiling / cleansing
- Data modeling
- Customer data integration
- User acceptance testing

## Development Skills

- Visual Basic (Access, Excel)
  - SQL (Oracle)
  - OLAP Tools (e.g., BRIO)
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## 1989 to 92 CAMBRIDGE UNIVERSITY

BA in Mathematics with honors

CAMBRIDGE, UK

## Since 2004 CAMBRIDGE GAMES FACTORY

CAMBRIDGE, MA

**Managing Director for games publishing business** focusing on publishing new designers on short print runs – 7 games in print from 6 different designers

**Worldwide hobby distribution** with games carried by 100s of stores and distributors in North America, Europe, Asia and Australia

## Since 2004 STAPLES, INC (independent consultant)

FRAMINGHAM, MA

Since 2010 PROJECT MANAGEMENT OFFICE, STAPLES CHINA

SHANGHAI, CHINA

**Launched www.staples.cn using multi-country web-platform** run out of Staples Europe – strategy has since been copied on four continents (e.g., www.staplesindustrial.com)

**Integrated government and commercial selling channels.** Planned and facilitated 3 day strategy session. Kicked off integration 2 weeks later with full support of both business units.

**Baseline analysis of customer set up and order processing** across different business units to understand ‘as-is’ processes so that we could start stabilizing and improving them

- **Weekly issue review for customers, sales team and held orders** – driving incremental business improvements by finding and fixing concerns at a detailed level.
- **Customer service empowerment program** – piloted and launched in a month. CSRs may now solve any problem on the phone if impact is 100RMB (~\$20) or less

**Repriced Staples China buying guide** to drive margin capture from non-sensitive items, improving overall company margin by ~1%

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2008 to 10 DATABASE LEAD, CORPORATE EXPRESS INTEGRATION FRAMINGHAM, MA  
AMSTERDAM, NL

**Technical lead for analysis database** combining sales, purchases and vendor agreements

- **US / Canadian database** developed in MS Access (5 business units)
- **European database** developed in Oracle / MS Access (28 business units)

**In depth reporting and analysis** to support highly successful COGS reduction initiatives in North America and Europe - both projects easily beat synergy savings targets

**Transformed one-time database into sustainable program** including quarterly update process and training business / technical maintenance teams

2004 to 08 CUSTOMER INSIGHT CONSULTANT, DATABASE MARKETING FRAMINGHAM, MA

**Foundational customer analysis for core product categories** (e.g., Ink, Paper) and other aspects of customer behavior to help develop successful marketing strategies

**Business value subject matter expert** on multi-phase customer data integration project, focusing on linking complex new functionality to clear and achievable business benefits

**Customer analysis templates / processes** combining Oracle, BRIO and EXCEL to reduce development time and increase analytical depth of 'quick hit' customer analyses

**1999 to 04 STAPLES, INC FRAMINGHAM, MA**

2004 DIRECTOR OF DELIVERY PRICING

**Pricing lead for Staples US business delivery** including price modeling, review and proofing for Staples' 960 page buying guide (\$1.3 Billion revenue)

2003 to 04 SENIOR MANAGER, CORPORATE ADVANTAGE

**Business owner for Canadian mid-market delivery program** including direct management of Merchandising and Marketing (\$20 million revenue)

2000 to 03 PROJECT MANAGER, INTERNATIONAL DEVELOPMENT

**Launched Canadian office supplies program** targeting businesses with 8 to 50 employees – program rolled out nation-wide after three months, a year ahead of schedule

**Launched Staples European e-commerce business** creating a scalable, internationalized web-platform allowing rapid roll out - now in 14 countries, 11 languages, 9 brands

1999 to 00 BUSINESS CONSULTANT, GLOBAL SYNERGIES

**Database lead for Office Centre / Sigma acquisition** including developing tools for pan-European analysis and category bidding (100 stores in 4 countries)

**'Centers of Excellence' strategy for Staples worldwide IS** organization and helped plan initial implementations (global network, IS helpdesk)

**1994 to 99 STAPLES, EUROPE HIGH WYCOMBE, UK**

1997 to 99 SENIOR MERCHANDISE ANALYST, STAPLES EUROPE

**Multi-country product sales and margin analysis** included global cost comparisons, vendor rebates, competitor pricing, catalog performance, obsolescence, promotions, etc.

1996 to 97 SENIOR MERCHANDISE ANALYST, STAPLES UK

1995 to 96 MERCHANDISE ANALYST, STAPLES UK

1994 to 95 STORE ASSOCIATE, STAPLES UK