

Joseph Comly

TRANSFORMATION & OPERATIONS EXECUTIVE

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EXECUTIVE SUMMARY

Enterprise transformation leader with 20+ years of experience scaling businesses, modernizing operating models, and leading complex, multi-site organizations across retail, healthcare, logistics, and digital commerce.

Proven track record of:

- Growing businesses from \$0 to multimillion-dollar revenue
- Leading organizations of 200+ employees across multiple markets
- Managing multimillion-dollar portfolios and enterprise budgets
- Delivering large-scale transformation impacting 10,000+ employees
- Building scalable systems across sales, supply chain, technology, and operations

Combines Fortune 500 transformation leadership with entrepreneurial execution. Known for building high-performance teams, aligning strategy to execution, and integrating technology — including AI-enabled systems — to drive measurable business outcomes.

PROFESSIONAL EXPERIENCE

Home Matters Caregiving

President and Chief Operations Officer | 2023-2025

Built and scaled a multi-territory healthcare services business from inception to operational scale across Pennsylvania and Ohio.

Impact

- Grew revenue from \$0 to \$3.5M in 18 months.
- Scaled workforce from 4 to 200+ employees across 3 markets.
- Built leadership layer (BD Managers, Care Managers, Recruiting).
- Designed and implemented scalable operating model across recruiting, onboarding, CRM, scheduling, compliance, payroll, and reporting.
- Implemented HubSpot, Apploi, WellSky, ADP, monday.com, and AI-enabled scheduling tools.
- Oversaw managed-care programs (Ohio waivers, VA Home Health benefit).
- Built infrastructure for geographic replication and expansion.

United Mettle, LLC

Founder & President | 2019-2022

Founded and operated omnichannel retail startup serving fitness market.

Impact

- Built retail presence across 10 physical locations.
- Increased online revenue 500% during pandemic pivot.
- Designed proprietary multi-site inventory tracking system.

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PROFESSIONAL EXPERIENCE

- Launched Shopify-based e-commerce platform.
- Developed loyalty, affiliate, and event-based growth programs.
- Managed full P&L, vendor sourcing, supply chain, marketing, and staffing.

IKEA North America | 2002-2020

20-year progression through operations, finance, supply chain, program management, and enterprise strategy roles.

Senior Director Strategy & Innovation | 2017-2020

Led U.S. strategic planning and innovation portfolio during period of multichannel transformation.

Impact

- Directed 10-year growth strategy to expand U.S. sales from \$5B toward \$15B.
- Built multichannel forecasting model with Deloitte and global intelligence teams.
- Halved delivery timelines (7+ months to under 4 months) through business planning redesign.
- Led U.S. due diligence team for TaskRabbit acquisition.
- Managed innovation portfolio including AI-powered pricing, digital price tags, drone inventory pilots, in-store navigation technology, and new store concepts.
- Led team of 11; managed departmental budget.

Portfolio Manager, Multichannel Transformation (US & Canada) | 2014-2017

Led high-priority enterprise program transitioning IKEA from traditional brick-and-mortar to multichannel retail.

Impact

- Led 12–15 direct reports across US & Canada.
- Oversaw executive steering committee.
- Delivered BOPIS rollout, digital gift cards (\$8M+ revenue; 150% of target), IBM Sterling integration, Oracle ATG web migration.
- Implemented multichannel reverse logistics and new customer data systems.
- Impacted 16,000+ employees across North America.

Project Manager: Retail Supply Chain Technology | 2009-2014

- Led national deployment of wireless warehouse management system across 30+ stores.
- Directed team of 12 trainers and coordinators.

Business Navigation Manager/Analyst (FP&A) | 2006-2009

- Standardized KPIs and reporting across North American distribution centers.
- Led fulfillment center relocation and operational standardization projects.
- Built forecasting models optimizing staffing and order management.

Goods Flow Manager | 2002-2006

- Directed 40-member logistics team overseeing receiving, warehousing, replenishment.

EARLY CAREER

Roadway Express | 1999-2002

- Sales Representative / Dispatcher / Dock Supervisor

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BOARD & COMMUNITY LEADERSHIP

Rebuilding Together Philadelphia | 2009-2015

- Board Member | Treasurer | Finance Committee Chair | Secretary
- Partnered with Executive Director and board to scale nonprofit impact and financial stewardship.

EDUCATION

- MBA – Villanova University
- BS, Decision Sciences –
Shippensburg University

CERTIFICATIONS

- Project Management Professional – PMI
- Leading & Living in Change - Org
Change Management
 - INSEAD
- Practical Project Steering Certificate
– Tietoevry, Sweden
- Leadership Philadelphia – Class of
2008
- AI for Everyone - Coursera
- AI Enterprise Strategy - Coursera

CORE CAPABILITIES

- Enterprise Strategy & Growth
- AI-Enabled Operating Models
- P&L Leadership
- Multi-Site Operations
- Omnichannel & Supply Chain
Integration
- Program & Portfolio Management
- Organizational Change Management
- Executive Stakeholder Alignment
 - Market Expansion & Forecasting

TECHNOLOGY & SYSTEMS

- CRM & ATS: HubSpot, Apploi
- Healthcare Systems: WellSky
- Enterprise Commerce: IBM Sterling,
Oracle ATG
- Analytics: Looker Studio, Cognos
- PM & Ops: monday.com, MS Project
- E-commerce: Shopify
- Financial Systems: QuickBooks
 - AI & Automation: Custom GPTs, AI
scheduling tools