

JOSEPH COMLY

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STRATEGIC GROWTH & OPERATIONS LEADER

Business Development | Executive Leadership | Enterprise Resource Planning

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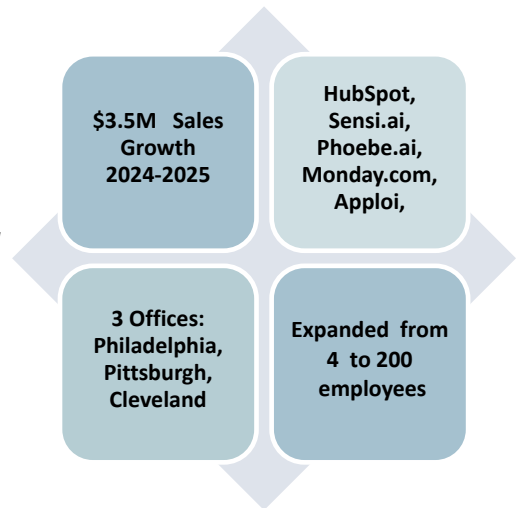
Strategic, AI-driven leader, with over 20 years of experience driving growth, managing client relationships, and overseeing large-scale programs across various industries. Proven track record in leading high-performing teams, managing P&L, and delivering complex projects from design to installation. Expertise in client services, cross-functional collaboration, and process optimization, with a focus on delivering exceptional customer outcomes and ensuring alignment with business objectives. Strong background in managing large-scale retail and operational initiatives, with a deep understanding of financial management and program execution

Professional Experience

2023-Present • GFM Home Care, LLC • Pittsburgh, PA

PRESIDENT & CRO. Entrepreneurial and results-driven executive. Expert in sales strategy creation and execution across multiple channels including pay-per-lead, referrals, SEO, and event marketing. Hands-on leader with deep experience in operations, hiring, onboarding, and staff development, managing teams of Business Development Managers, Lead Care Managers, and 200+ caregivers. Strong background in process development, CRM (HubSpot) and ATS (Apploi) implementation, vendor and staff management, and analytics platforms including WellSky, ADP, and monday.com. Succeeded in establishing a growth-oriented, compassionate culture and launching innovative solutions driven by customer feedback. Adept at learning new industries quickly and applying a structured, people-first approach to scale businesses efficiently.

- **Increased revenue from \$0 to \$3.5mil in 18months** by developing and executing sales strategy across 3 territories and multiple sales channels.
- **Oversaw P&L**, managed budgets, and ensured strong financial performance across all departments, resulting in significant revenue growth.
- **Managed client relationships**, serving as the primary escalation point for key accounts and ensuring the successful delivery of services.
- **Grew the company from 4 employees to over 200.** Lead the recruitment and onboarding team through process development and implementation creating a strong pipeline of caregivers and administrative talent. Developed the organization for scale and replication in anticipation of expansion opportunities.
- **Developed processes and tools designed for scalability and repeatability across new and existing offices.** Processes include, sales, recruiting, onboarding, customer relations, payroll, CRM, scheduling, & others.
- **Dived head first into learning a new industry** while building new relationships and partnerships along the way. Maximized opportunities to learn from industry veterans and experts via networking, webinars, and training.



2019 – 2022 • UNITED METTLE, LLC • Phoenixville, PA

FOUNDER & PRESIDENT. Founded a dynamic startup operating and growing a network of pro-shops inside of CrossFit gyms selling gear, apparel, and snacks. Led a four-member team developing and deploying strategic vision while overseeing all operations, including sales, digital marketing, web development, fundraising, payroll, accounting, procurement, and vendor management.

- **Generated sales between 2017 and 2022** while growing accounts via event marketing, social media and email campaigns, loyalty programs, and knocking on door to drive exceptional sustainability focused customer relationship management.
- **Optimized enterprise efficiency** escalating inventory control issues and streamlining stock replenishment and forecasting pioneering an inventory tracking system across 10 locations.
- **Elevated qualitative and quantitative KPIs** piloting a comprehensive reporting structure via Google Data Studio that enabled internal operational efficiencies while providing valuable sales and customer data to clients.
- **Skyrocketed online sales by 500% leveraging Shopify** in response to pandemic related closures of Pennsylvania gyms via promotions for masks, alternative delivery, and pickup options. Built a user-friendly online store selling products through one streamlined dashboard.
- **Grew brand recognition and customer engagement** partner with a developer to design and launch Fitty, a personal training app.
- **Diversified and expanded to 10 locations** conquering COVID-19 challenges.

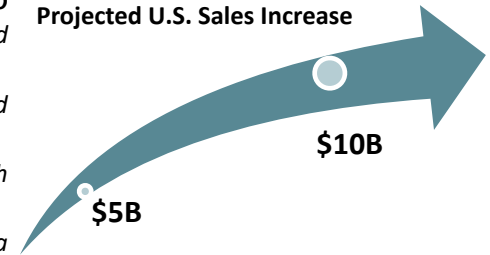
2002 – 2020 • IKEA NORTH AMERICA • Conshohocken, PA

SENIOR DIRECTOR OF STRATEGY & INNOVATION (2017 – 2020). Optimized \$1.5M+ budget establishing the Strategy and Innovation function as part of a reorganization in July 2017 and rising from the ranks as Senior Director of the new department. Led 11 direct reports while partnering with enterprise leadership to direct the strategic planning process developing one-to-three-year market plans to build stores and a 10-year plan to sustain business operations

- **Pivoted and expanded team skillsets to mitigate enterprise risk and respond to evolving market conditions** mentoring team to leverage diverse tools and methodologies, including pricing solutions to automate the process of modifying rates.
- **Grew business in Brooklyn and Manhattan** leading a comprehensive research and market analysis in New York area.
- **Projected to double U.S. sales to \$10B in 2028** via revitalizing portfolio with innovative strategies and developing and executing new market penetration strategy.
- **Halved delivery time from over seven months to under four months** via implementation of new business planning process.
- **Drove global M&A and supply chain initiatives** as the U.S. Leader for the TaskRabbit Acquisition Due Diligence Team and an integral part of the Innovation Team charged with sourcing suppliers across marketplaces to assemble the strategic innovation portfolio.

2018 through 2028

Projected U.S. Sales Increase



PORTFOLIO MANAGER; MULTICHANNEL TRANSFORMATION US & CANADA (2014 – 2017). Promoted to helm a geographical dispersed eight-member team of senior managers and specialists. Allocated a \$1M+ budget for workforce planning, operations, and travel logistics while partnering with enterprise leadership to develop and execute the strategic roadmap for transforming IKEA US and Canada from a traditional brick-and-mortar retail to a modern multichannel approach.

- **Revitalized web and supply chain solutions** within the scope of the portfolio leveraging IBM Sterling, IBM WebSphere, Oracle ATG Web Commerce, JDA, and Cognos.
- **Surpassed gift card target sales goals 150%** amounting to \$8M+ via new digital gift card platform.
- **Skyrocketed online sales in Canadian markets 50%** deploying small formal “pick-up point” concept.
- **Generated \$100K+ in FY 2018 and elevated total sales to 2%** implementing the buy online, pick up in-store (BOPIS) solution.

PROJECT MANAGER (2009 – 2014). Elevated to key project manager role in recognition of KPI surpassing performance as Business Navigation Manager. Oversaw a 12-member team and \$1M+ project budgets orchestrating seamless roll-out of wireless warehouse management solutions to 30 stores.

- **Earned leadership commendation** for delivering assigned projects under time and budget constraints while cultivating high-performing remote team motivating staff via clear expectations and recognition for exemplary KPIs throughout project life cycle.

BUSINESS NAVIGATION MANAGER (2007 – 2009). Promoted to lead a 15-member cross-functional project team and manage a \$2M budget leveraging industry insights to manage large-scale fulfillment center relocation and operational standardization projects.

- **Optimized standardized processes for all three distribution centers in North America** integrating cost analyses, budget allocation, Agile project management, and forecasting skills to define, develop, and align priorities, systems, and SOPs.

BUSINESS NAVIGATION ANALYST (2006 – 2007). Tapped to assume pivotal analytical role conducting strategic analyses and leading transformative projects to optimize and scale business processes, infrastructure, and systems to meet the demands of IKEA’s growth.

- **Escalated enterprise agility, sustainability, and profitability** leading retailing and steering optimization initiatives.

GOODS FLOW MANAGER (2004 – 2006). Selected by leadership to direct 40-member team maximize logistical efficiency securing the highest available goods at the lowest possible cost.

- **Drove Environmental, Health, Safety & Security (EHS&S) best practices and local, state, and federal compliance** while fostering adherence to IKEA’s code of conduct and internal regulations to cultivate safe, ethical culture.

ASSISTANT GOODS FLOW MANAGER (2002 – 2004). Promoted to lead 20-member team managing damages, inventory, and returns.

- **Elevated customer shopping experience** driving efficient daily goods flow via product quality, merchandising, and stock accuracy.

2001 – 2002 • ROADWAY EXPRESS • Lancaster, PA

SALES REPRESENTATIVE | DISPATCHER/ DOCK SUPERVISOR. Managed operations, work schedules, and shipping dock assignments.

- **Forged profitable relationships exceeding customer expectations** via exemplary product handling and delivery practices.

Additional Experience

2009 – 2015 • **REBUILDING TOGETHER PHILADELPHIA** • Philadelphia, PA
EXECUTIVE BOARD MEMBER/ OFFICER/ FINANCE COMMITTEE CHAIR/ TREASURER/SECRETARY

Competencies & Skills

- **Leadership & Team Management:** Proven ability to lead and mentor cross-functional teams, fostering a culture of accountability and growth.
- **Project Management:** Extensive experience managing multi-phase, multi-site programs from design through installation; skilled in budget management and timeline adherence.
- **Client Relationship Management:** Expertise in building and maintaining strong client relationships with key stakeholders, including procurement, development, and merchandising leaders.
- **Financial Management & P&L Oversight:** Strong financial acumen with experience managing budgets, forecasting, and tracking performance against targets.
- **Strategic Planning & Business Growth:** Expertise in identifying and executing on organic growth opportunities and new business development.
- **Construction & Retail Fixtures:** Experience in managing retail fit-outs and merchandising, with an understanding of fixture delivery and millwork.

Also product Roadmap Development • Consulting & Leadership SME Advisory • Business Intelligence • Change Management • Social Media Marketing Stakeholder Relationship & Customer Relationship Management • Strategic & Tactical Execution • Market Research & Analysis • Budget Allocation & Cost Control • Customer Engagement & Retention&

Microsoft Office – Word, Excel, PowerPoint, Outlook, Teams, Microsoft Project, Google Workspace, Google Data Studio, GitHub, JIRA, Canva, Shopify, Square Space, QuickBooks, SQL, Microsoft Access

Recommendations

“Joe is a natural leader, and in my time working with him he consistently leaned into opportunities to share his talent with me.”

Frank K., Country Customer Fulfilment Manager, IKEA Belgium

“Joe served as my boss for several years and in my experience working with him, I believe his leadership skills are unparalleled.”

Lea W., Mortgage Broker, Former United Mettle Employee

“I can happily endorse Joe Comly as a fantastic strategic leader and a great team player. Joe and I worked together for many years at IKEA as he led our organization in exploring and envisioning new ways to expand the business or meet the customer.”

Ben S., Corp Mergers and Acquisitions Project Manager, IKEA US

Education & Certifications

Master of Business Administration • Villanova University, Villanova, PA

Bachelor of Science, Major in Decision Sciences • Shippensburg University, Shippensburg, PA

Leadership Philadelphia – Class of 2008 • Leadership Philadelphia, Philadelphia, PA

Practical Project Steering Certificate • Tietoevry, Malmö, Sweden

Project Management Professional • Project Management Institute, Newtown Square, PA

AI for Everyone • Deeplearning.ai