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**DON MOFFITT**

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Durham, North Carolina 27705

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**PROFILE**

Thirty years of leadership in multiple environments. Excellent analytical skills and self-initiative. Dedicated to constant organizational and individual improvement. Thrives in collaborative, demanding atmospheres. Committed to organizations balancing the needs of all stakeholders.

**PROFESSIONAL**

**Durham City Council (2013 – Present)**

Responsibilities include liaison to Human Relations Commission and participation in Joint City/County Committee, Joint City/County Planning Committee

**CDS Consulting Co-op (2017 – Present)**

Supporting early stage start-up food cooperatives.

**Consumer Cooperative Marketing Association**

**Seminars Developed/Led**

- Renegade Board Members (2012)
- Stress and Time Management (2011)
- Organizational Frames (2011)

**Durham Co-op Market (2009 – 2015)**

**Durham, NC**

**Project Manager**

- Financial projections and budgets
- Communication with owners (written and verbal)
- Community relationships
- Financing
- Oversight of design, construction and refrigeration

**Zola Craft Gallery (Co-owner)**

**Durham, NC**

**Business Evolution (2000 – 2016)**

**Durham, NC**

Advising and assisting on start-up and operational issues.

**Scientific Properties, LLC (2007)**

**Durham, NC**

- Researched development of public market for historic mill redevelopment project.
- Developed pro formas for all aspects of operations.
- Worked with local business owners, community leaders and city staff to gauge support and interest.

## **Whole Foods Market, Inc. (1981 – 1998)**

**Austin, TX**

### **President & COO, Southeast Region (1991 – 1998)**

Durham, NC

- Managed \$30 million retail and wholesale operation with 650 employees in seven facilities in three states using three trade names.
- Developed new stores (real estate, design, construction, staffing and marketing)
- Developed distribution center and bake house operations.
- Led leadership development programs.
- Participated in Executive Team & National Leadership Network.
- Negotiated annual budgets with operations managers totaling \$30 million; 650 employees
- Whole Foods All Star, 1992 - 1996.

### **Director of Store Operations (1989 – 1991)**

Richardson, TX

- Managed a \$10 million operation with 120 staff members.
- Hired and trained staff, oversaw product selection and customer relations.
- Turned a store which lost money consistently into a significant contributor to company profit.
- Mentored new leaders for the company (80% of company All-Stars and 50% of leaders promoted to Associate Store Director were from Richardson during my tenure).
- Whole Foods All Star, 1990, 1991.

### **Vice President, New Store Development (1983 – 1989)**

Austin, TX

- Created and led store development program, including real estate, design, construction and custom production of store fixtures.
- Opened five stores and one restaurant in three new markets (Houston, Dallas and Bay Area).
- Managed ESOP and Employee Stock Purchase Plans.

### **Clerk, Grocery Coordinator (1981 – 1983)**

Austin, TX

- Developed and managed first coordinated promotion and marketing programs between multiple stores.

## **ADDITIONAL ACTIVITIES**

**Eagle Scout**      Boy Scouts of America

### **Boards of Directors**

2017 – Present	Museum of Durham History
2003 – Present	Bookpeople, Inc., Austin, TX (Chair, '09 – '14)
2009 – 2014	North Carolina Conservation Network (Chair, '10 - '11)
1996 – 2014	Eno River Assoc., Durham, NC (President, '00 - '03, Treasurer '09 - '12)
2004 – 2010	Durham City-County Planning Commission (Chair, '05 - '07, '09 - '10)
2004 – 2006	Durham People's Alliance Coordinating Committee (Co-President, '05)
1995 – 1999	Organic Trade Association, Greenfield, MA

## **EDUCATION**

### **University of North Carolina at Chapel Hill, Kenan-Flagler Business School**

- Master of Business Administration, 2008
- Beta Gamma Sigma Honor Society

### **University of Texas at Austin, School of Architecture**

- Bachelor of Architecture (professional degree), 1980
- Robert Leon White Memorial Fund Award to Outstanding Graduating Seniors