## ENROLLMENT INFORMATION

**NWACC Corporate Learning**
**The Shewmaker Center for**
**Workforce Technologies**
**One College Drive**
**Bentonville, AR 72712**

**479-936-5175**

To apply for the Certified Retail Analyst Program

1. Complete and submit Certified Retail Analyst application to Corporate Learning.

2. Provide college transcripts for College Algebra and English Composition 1 ***OR*** enroll in College Algebra and English Composition 1 on the main NWACC campus ***OR*** take COMPASS Test to achieve needed scores to waive classes.

3. CHALLENGE test scores to waive the Intro to MS Office 2010 ***OR*** submit your class registration to Corporate Learning to register for the CRA Intro to MS Office 2010 ***OR*** be MS 2010 certified ***OR*** have taken CISQ 1103 Intro to Computer Information or equivalent within past 3 years.

4. If you achieved a 90+ on the CHALLENGE exam, schedule a time to test out of the Advanced Excel and Access for Retail by emailing retail@nwacc.edu **OR** submit registration to Corporate Learning for the Advanced Excel and Access for Retail.

For more information, please visit our web site:

https://www.nwacc.edu/web/corporatelearning/certifiedretailanalyst.php

## ABOUT THE INSTRUCTORS

**Todd Call:** has over 20 years of experience in Fortune 500 CPG and Retail companies, in Finance and Strategy leadership roles. He is currently Sr. Director of Finance and Strategy for Wal-Mart's Global Sourcing organization.

**Jillian Cavness:** is currently a Category Development Manager at J.M. Smucker Company where she is the category advisor for peanut butter for all Walmart formats.

**Dave Cooper:** has worked in the Consumer Packaged Goods Industry for nearly 20 years. Dave's varied career helped him establish "Transactional Insights", a consulting firm which teaches sales and category analysts techniques for understanding what is driving their businesses.

**Steve Field:** has spent the last decade working in the CPG Industry in the areas of Information Technology, Decision Support, Retail Operations and Category Management. He is currently the Senior Manager of Category Development at The Sun Products Corporations.

**Amanda Hougland:** has over 14 years of CPG experience serving the Wal-Mart account. Currently she is a Supply Chain Manager at the UCI-Fram Group where she leads the replenishment and customer service group.

**Travis Lamontagne:** is currently the Director of Supply Chain and Analytics at Reckitt Benckiser. Prior to moving to the supplier side of the business, Travis was the Divisional Replenishment Manager in Dry Grocery at Wal-Mart.

**Brad Pope:** has over 17 years in Supply Chain Management. He currently serves as the Vice President Customer Experience for Retail Solutions, a software-as-a-service (SaaS) company, in the local Bentonville supplier community.

**Matthew Robinson:** is the Manager of Category and Shopper Insights at Jarden Consumer Solutions. Prior to this position, Matthew worked at Shiloh Technologies where he held several different positions including Training Manager and Director of Customer Support.

NWACC
NORTHWEST ARKANSAS
COMMUNITY COLLEGE

One College Drive, Bentonville, AR 72712

# Certified Retail Analyst Program

## *Corporate Learning*

NORTHWEST ARKANSAS
COMMUNITY COLLEGE

## History

In the late 1990's/early 2000's, suppliers were opening offices located in the NW Arkansas region at a rapid pace. While many suppliers brought in their own Team Leaders and sales/account managers in who had previous experience in other markets, there was a high need for support staff in the local offices, such as analysts who had knowledge of how to navigate Retail Link and to build reports. Other than employees who worked at Walmart, there were very few individuals in the community who had experience with retail and knowledge of Retail Link so the suppliers looked to Walmart and many hired employees away from Walmart. It became a large issue because Walmart would get employees trained and they would be hired away. Walmart communicated out to the suppliers that they could not hire Walmart employees, which then slowed down the rate at which the suppliers were able to provide information to Walmart and to help co-manage their business with Walmart due to the lack of experienced and knowledgeable employees with an understanding of Walmart and Retail Link.

In late 1999, Lee Scott contacted his good friend, Wayne Callahan, President of Global Walmart at Heinz, and asked him to invite leaders among suppliers to a meeting and there was an agreement in that meeting that there was a high demand for people trained to utilize Retail Link. Lee Scott then asked Wayne Callahan to lead a steering committee to design curriculum and NWACC was then approached to provide the space and deliver the training. Lee Scott single handedly made Retail Link data accessible for the students in the Certified Retail Analyst program so they could receive the needed training to be able to secure jobs.

Over the years, the supplier teams have grown, Retail Link has expanded, and the training needs have increased.

## COURSE DESCRIPTIONS

**All Pre-requisite classes must be satisfied before registering for the Certified Retail Analyst classes listed below. Classes listed below must be taken in the order listed:**

1. **Retail Supply Chain and Replenishment**
   *Components of a supply chain
   *Common goals and activities of a supply chain
   *Key transportation concepts
   *Retail replenishment process and analysis

2. **Retail Link Data Management**
   *Walmart Retail Link orientation
   *Data analysis using Excel and Retail Link
   *Promotional analysis
   *Problem solving techniques

3. **Retail Tools Integration**
   *Designing databases: reports and forms
   *Creating and modifying queries
   *Importing and exporting data in Excel and Access
   *Automate spreadsheets using macros

4. **Retail Strategic Analysis**
   *Market forces that shape retail environment
   *Strategic market opportunities
   *Economic and industry data
   *Case studies are used to apply concepts

5. **Retail Analytical Techniques**
   *Integrate Access and Excel to create retail database to perform weekly Retail Link POS item, category and investment analysis
   *Contribution to sales gains and losses
   *Consumer influence on sales

Each class in the program costs $530.

Classes are held one night a week for 16 weeks for total of 45 hours per class.

All classes are in the evening from 6:00-9:00pm.

The entire program is 3-5 semesters.
(Pre-requisite classes must be completed first)

***OBTAIN THE SKILLS YOU NEED FOR AN EXCITING CAREER IN THE GROWING FIELD OF CERTIFIED RETAIL ANALYST***

***THIS IS THE ONLY PROGRAM OF ITS KIND IN THE NATION!***