

RICK SAULS

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PROFESSIONAL SUMMARY

Retail, eCommerce, and technology operator with 25+ years of experience spanning enterprise retail systems (Walmart), agency consulting in retail and CPG analytics, and Amazon-focused entrepreneurship. Deep expertise in warehouse management systems, business intelligence, marketplace operations (Amazon Vendor Central and Seller Central), and operational scaling. Current focus on AI-enabled workflow automation and retail/eCommerce operations modernization.

CORE COMPETENCIES

Retail & eCommerce Operations · Amazon Marketplace Strategy (Vendor & Seller Central) · Warehouse & Distribution Systems · Business Intelligence & Analytics · Merchandise & Financial Planning · AI-Enabled Workflow Automation · Operational Scaling & Execution · Data Management & Reporting · Systems Development (.NET, C, Unix) · Cross-Functional Leadership · Client Strategy & Delivery

PROFESSIONAL EXPERIENCE

Independent Advisor — Retail, eCommerce & AI Operations

2023 – Present

- Advise brand owners, retailer service providers (brokers), and retailers on eCommerce operations, marketplace strategy, and technology modernization
- Design and build AI-enabled workflows and automation tools that improve operational efficiency across retail and marketplace environments
- Build production-grade solutions where well-designed software wraps AI capabilities — turning emerging models into dependable, repeatable tools for client operations
- Continuously evaluate AI capability developments to identify where AI creates real business leverage versus noise, and operationalize those findings for clients

chargeguard — Co-Founder

Jan 2020 – Aug 2023

Amazon deductions and chargeback management platform serving marketplace vendors

- Built proprietary systems and workflows to manage, track, and dispute Amazon deductions and chargebacks at scale — processing tens of thousands of deductions weekly and generating multiple \$1M+ recovery payments to clients
- Led development of the proprietary technology platform and created an online training course that generated early revenue to fund the launch and built a 200+ person sales network for client acquisition
- Built and supported a team of 25 across operations, delivery, and client support
- Built and scaled the platform from founding through successful exit

OmniiX — Co-Founder

Feb 2015 – Dec 2021

Amazon-focused services agency; one of Amazon's first certified agency partners

- Built and scaled marketplace growth strategies and operational execution for 125+ clients across Vendor Central and Seller Central — spanning food, supplements, pet, feminine care, and more
- Grew clients of all sizes, including a solo operator with a \$5K/month revenue goal who scaled to over \$1M in annual revenue under our management
- Built and led team of 35 across client services, operations, and delivery
- Led business development, operations, and client delivery through acquisition

Orchestra — Client Success Manager

Feb 2014 – May 2015

- Managed client relationships and delivery for enterprise analytics and data solutions serving some of the world's largest CPG companies, including Coca-Cola and Johnson & Johnson
- Supported Walmart Retail Link and MicroStrategy-based reporting environments for CPG clients
- Led data integration, reporting, and business intelligence engagements

Rockfish — Director, Business Innovations

Aug 2012 – Feb 2014

- Led innovation initiatives for Walmart focused on retail and enterprise operational efficiency

- Embedded with Walmart business units across operations, HR, and merchandising to deliver technology-driven solutions leveraging mobile and web platforms

Walmart — Multiple Roles

1999 – 2012

Senior Financial Merchandise Planner

2009 – 2012

- Supported category-level financial planning, forecasting, and performance analysis tied to multi-billion-dollar categories
- Managed budgeting and analysis of sales, profit, inventory turns, category resets, and promotional planning across ~\$3.2B in category management
- Contributed to merchandising strategy, inventory planning, and promotional execution

Software Development Team Lead

2008 – 2009

- Led development initiatives supporting warehouse management systems across 27 distribution centers during 5× network growth
- Coordinated technical delivery across receiving, replenishment, order-filling, load planning, shipping, and QA workflows

Software Developer

1999 – 2008

- Developed warehouse management and logistics systems supporting enterprise distribution operations
- Built integrations for Vocollect voice recognition, wireless scanners, and mobile device systems across distribution network
- Worked with .NET, C, Unix, Informix DB, and TSQL technologies

EDUCATION

University of Arkansas, Walton College of Business

Bachelor of Science in Business Administration — Computer Information Systems & Quantitative Analysis

CURRENT FOCUS

Deep operational experience in retail and eCommerce, now applied through an AI lens. The mandate — making the business run better through more efficient execution, smarter workflow management, and sharper performance monitoring — hasn't changed. The toolkit has.