

Paul Cooper

Sr. Director of Retail Growth - Murphy Land & Retail Services, Inc. 11555 Central Parkway | Suite 1102, Jacksonville, FL, 32224
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Murphy Land & Retail Services – Sr. Director of Retail Growth

September 2015 to Present

- Paul Cooper has over 33 years of experience in corporate retail real estate. Before joining Murphy Land & Retail Services, Inc., Mr. Cooper was the national Director of Real Estate for West Marine for 13 years. Responsibilities included development and execution of a rolling 3-Year Store Plan, which included market optimization with new stores, relocations and expansions in 38 states, Canada and Puerto Rico. Mr. Cooper continues as the outsourced national real estate consultant responsible for managing the national broker network for site selection, negotiating all new store locations and consulting for all store lease renewals. Prior to West Marine, Mr. Cooper provided brokerage services through Staubach Retail Services, Inc. for nearly five years. Paul started his career with 20 years of experience at Hallmark Cards, Inc. holding various positions in sales, training, sales management and real estate.
- Mr. Cooper currently provides brokerage services through Murphy Land & Retail Services, Inc., Paul specializes in strategic planning, retail site selection and negotiations for various national and regional clients.
- Mr. Cooper has been a member of the International Council of Shopping Centers (ICSC) for 30 years and is a graduate of the University of Florida, Gainesville, FL – B.S. Business Administration – Marketing.



West Marine – National Director of Real Estate – Store Development

January 2003 to August 2015



- Negotiated and opened 139 new stores and 37 expansion/relocations in 38 states, Canada and Puerto Rico. Store sizes range from 2,500 SF Express to 50,000 SF Flagships
- Negotiated all leases using an outsourced lease attorney
- Successfully implemented the store consolidation and market optimization plan which included the launch and build-out of the Flagship store concept beginning in 2008
- Developed BTS program for freestanding locations including standardized Lease Form with preferred developers
- Developed and executed the rolling 3-Year Store Plan
- Built and managed a single point of contact Master Broker and national broker network
- Negotiated and implemented outsourced lease renewal/restructuring and surplus property disposition program resulting in savings in excess of \$40 million

Staubach Retail Services, Inc., Boca Raton, FL – Retail Consultant**July 1999 to December 2002**

Provided brokerage services throughout the state of Florida for numerous national and regional retail clients



The Great Frame Up
WHERE PICTURE FRAMING IS AN ART

**Hallmark Cards, Inc., Kansas City, MO****1979 to 1999**

Held various positions in the card shop/specialty retail channel throughout the state of Florida, coastal Georgia and South Carolina including positions in sales, training, sales management and real estate

Market Planning Manager**1995 to 1999**

- Responsible for strategic store/distribution planning and implementation throughout Florida, coastal Georgia and South Carolina generating over \$50 million/year in retail sales
- Opened over 100 new retail stores and expanded over 175 existing locations from Charleston, SC to Key West, FL
- Won the National Sales Award for the 9th year

Key Account Manager/Retail Executive**1993 to 1995**

- Responsible for maximizing wholesale sales and retailer profitability within an assigned geography generating over \$26 million/year in retail sales

Sales Development Manager**1989 to 1992**

- Responsible for maximizing wholesale and retail sales through developing distribution and merchandising strategies and implementing sales programs in a district of 250 stores generating \$54 million/year in sales
- Managed 12 District Sales Executives, Store Installation Managers and labor crews
- Managed retail store design process to maximize profitability and operations

Sales Trainer**1987 to 1988**

- Responsible for training and development of district personnel in sales, market and retail development
- Created and implemented 31 Retailer Seminars to over 1,500 people
- Four out of five Initial Sales Trainees went on to win the R.B. Hall - #1 National Sales Award

Account Executive/Account Manager**1979 to 1986**

- Managed three different sales territories averaging up to \$8 million/year in sales each. Sold to major chains and national accounts, and to all channels of distribution
- Salesman of The Year – exceeded all major sales objectives each year