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| Deanna M. Rush, PMP**Executive Transformation Leader**  | 540.355.1210 deanna.rush@deannarush.com Mooresville, NC[www.linkedin.com/in/deanna-rush](http://www.linkedin.com/in/deanna-rush)  |
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| **History of building successful regionally-diverse teams** and growing leaders over a 25+ year career**Expert relationship-building skills** and experience partnering with leadership, vendors, and technology staff**Change leader with store, digital, and loyalty engineering experience,** with 15+ years of experience in progressively advancing roles in large national and regional retail chains**PROFESSIONAL EXPERIENCE****Director, IT/Brand Relationship – Food Lion**Retail Business Services (RBS), Salisbury, NC, 2017–Present* **Act as the “CIO” for Food Lion – Primary IT partner for Food Lion from Retail Business Services**. Participate fully with the Food Lion senior staff, ensure the business has a deep understanding and valuation of retail technology, partner to develop the technology roadmap for the brand, plan/develop the annual technology portfolio supporting Food Lion, and manage escalations and critical alerts to ensure that Food Lion leaders are clear on impact in business terms.
* **Leading the Agile/SAFe Transformation** for RBS IT. Transformation impacts the entire IT organization: establishing Agile teams, aligning to Lean Portfolio practices, creating the Agile Center of Excellence, standing up Communities of Practice, addressing Organizational Change Management, and standing up Agile Release Trains.

**Director, Customer Facing Applications**Delhaize America/Retail Business Services, Salisbury, NC, 2013–2017* Responsible for a **team of 50 managers, team leads, and software engineers in addition to numerous vendor partners**. The Customer Facing portfolio included all efforts supporting Food Lion and Hannaford retail/marketing: point of sale, self-checkouts, timekeeping/scheduling, department scales, eCommerce, mobile applications, internet and intranet sites.
* Championed a multi-brand POS upgrade (including hardware engineering, software development and peripherals integration) that included **over 950 full front-end conversions in 6 months providing stability, ease of use, labor savings, and enhanced PCI compliance.**
* Created an Associate Engagement task force (2014-2016) chartered to identify the root cause of issues important to associates and develop improvement plans. **2-year improvement of 22% participation in the annual associate survey (95% overall) and 25% sustainable engagement (86% overall)**.
* Transformed the IT organization by serving as the Program Lead for Human Capital initiatives focused on improving the overall health and stability of IT. Partnered with HR to create new associate policies and ensure support for recruiting practices. **Responsible for Enterprise Change Management** for all health and stability efforts. **Saw overall decrease in turnover by 9%; 6% increase in retaining top IT talent year over year.**
* **Managed budgets in excess of $25M** annually.
* Responsible for **introducing and growing the use of Agile methodologies** throughout all of IT with specific focus in the Customer Facing and Infrastructure Engineering teams.

**Senior Manager**Lowe's Home Improvement/Lowes.com, Mooresville, NC, 2010–2013* **Responsible for the Agile Scrum strategy employed by Lowes.com encompassing 22 Scrum teams (cart, checkout, sales funnel, myLowes, mobile, etc.)**. The strategy included coordination with the business/Product Owners, release planning/execution, and high-level planning and backlog prioritization utilizing Scaled Agile Framework (SAFe) principles. **Responsible for iterative process improvement inside the SAFe**.
* Supervised all Lowes.com Scrum Masters, Agile Coaches, Release Managers and Business Analysts – an employee and consultant staff of over 50 people.
* Responsible for the IT Engineering and Projects portfolio for Lowes.com at $15M+ annually.
* Managed mobile engineering initiative to enable consumer and employee inventory tracking with optimized in-store wayfinding.

**Director, Systems Development**Advance Auto Parts, Roanoke, VA, 2004-2010* Responsible for teams of 30 managers, project managers, architects, designers, software engineers and on-site and off-shore consultants. Developed strategic plans to fulfill corporate IT vision. Managed budgets in excess of $10M.
* Built new e-Commerce functionality for both B2B (internally engineered) and B2C due to expertise and experience in building strong teams and having a detailed background in critical systems/business areas. **Launched shop.advanceautoparts.com, the first-generation e-Commerce site including catalog and inventory functionality, *in 54 days***.
* Responsible for the PIM system in support of enhanced content and images for Advance’s **650K+ products.**
* Other major projects include: strategic retail pricing solution, Custom Mix assortment system, commercial pricing system for tiered/value pricing, collaboration platform deployment, Real Estate lifecycle management system, and POS engineering upgrades.
* **Created and led three new IT teams within a five-year period**: Merchandising and Marketing; eCommerce; and Content, Collaboration and Catalog Systems.
* Volunteered as the IT liaison for the corporate fundraising committee for juvenile diabetes research (JDRF).
 | **COMPETENCIES** Organizational LeadershipExecutive/Business Relationship ManagementEnterprise Change ManagementAgile Methodologies and Bimodal PracticesProject Management and Engineering PracticesVendor Management Employee Engagement and DevelopmentRetail/e-Commerce/Loyalty SystemsMerchandising and Marketing Systems**EDUCATION** **Master of Arts**, English/LinguisticsGeorge Mason University, Fairfax, VA**Bachelor of Arts** (Summa Cum Laude)Mathematics and EnglishWest Virginia University, Morgantown, WV**Situational Leadership II**, Ken Blanchard Companies**Agile Training Boot Camp**, Davisbase**Tricks of the Trade for Project Management,** RMC Project, Inc**Great Manager**, The Gallup Organization**AFFILIATIONS AND HONORS** **Project Management Institute**PMP #73331 valid to 4 September 2025**Scaled Agile**SAFe Program Consultant 5.0, April 2021Scaled Agilist, February 2021**Network of Executive Women****Board of Directors, Triad Ladder of Hope (2016-2019)**Human Trafficking Awareness and Victim SupportGala Coordinator 2017 – doubled funds raised in any previous year**Phi Beta Kappa****Phi Kappa Phi****Kappa Delta Sorority****OTHER KEY EXPERIENCE** Founded the **IT Project Management Office at Advance Auto Parts.**Led a **multi-departmental team** to overhaul 200,000+ shelf tags and fixtures at over 2,500 Advance Auto stores in a 5-week period.Led the **patent application process** for 16 unique patents in TRW's digital signature/PKI implementation.Supported the Air Force Checkmate office in **strategy and planning** simulation exercises run in parallel to standard military operations exercises around the world.Provided round-the-clock analytical support for the air power campaign during Operation **DESERT STORM** and was recognized by the Secretary of the Air Force for this work.Held a Top Secret/SCI clearance. |