DANA WHITFIELD

Operations Manager | Multi-site Fulfilment | 340,000 units a month, 96% on-time

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SUMMARY

Operations leader who runs multi-site fulfilment networks and keeps them on time through peak, relocation and growth. Runs four sites, 180 staff and a $38M cost base for a national retailer, holding 96% or better on-time dispatch for eleven quarters in a row while taking 14% out of cost per unit.

Known for the daily rhythm that keeps a standard in place after the project team has gone: one exceptions meeting, one set of numbers, and supervisors who own their own shift.

CAREER HIGHLIGHTS

- Took national on-time delivery from 82% to 97% in fourteen months by rebuilding the carrier mix and running a daily exceptions meeting, then held it through two peak seasons and a site closure.
- Opened a new distribution centre while the existing network kept trading: live in 22 weeks against a 26-week plan, on budget, with no drop in on-time dispatch.
- Cut order-to-dispatch from 48 hours to 9 by re-sequencing the pick line and re-rostering the late shift.

EXPERIENCE

National Operations Manager, Harbourline Retail — 2021 to now

Four distribution sites, 340,000 units a month, 180 staff, $38M operating budget. Reports to the Chief Operating Officer.

- Rebuilt the carrier mix from two carriers to five, cutting freight cost per order by 11% ($1.9M a year) while on-time delivery rose.
- Brought in a daily exceptions meeting across all four sites, lifting the share of late orders caught before cut-off from 40% to 85%.
- Led the move to a new warehouse management system across four sites with no lost trading days, on a $2.4M budget.
- Cut the lost-time injury rate from 4.1 to 1.3 over two years by giving each shift supervisor their own safety walk and weekly numbers.

Site Manager, Brindlewood Logistics — 2017 to 2021

Third-party logistics site, 70 staff, eleven clients across retail and health.

- Won and onboarded four new clients in two years, growing site revenue by 35% without adding floor space.
- Lifted pick accuracy from 98.1% to 99.6% by moving to scan-to-confirm and retraining every picker in six weeks.
- Held every client service level above 98% through the 2020 demand spike, when volume doubled in a month.

Earlier career

Shift and team leader roles in warehousing and transport, including Inbound Team Leader at Southbank Distribution and Transport Coordinator at Carrick Freight.

EDUCATION AND TRAINING

Bachelor of Business (Supply Chain Management)
Certificate IV in Work Health and Safety
Lean Six Sigma Green Belt

SYSTEMS AND SKILLS

Warehouse and transport management systems, SAP, Power BI · Sales and operations planning · Carrier and 3PL contracts · Lean · Site start-ups · Workforce planning