



Jack Freedman, Chief Operating Officer, Charlotte Russe

Jack Freedman is COO of Charlotte Russe at YM Inc., a role in which he has served since August 2015. He previously served as VP of Merchandising. Prior to joining YM, Freedman was CEO of First Stop Marketing, a fashion apparel and accessory design, sales and marketing company which he started in September 1997. He holds a Bachelor’s degree in General Sales, Merchandising and Marketing Operations from Virginia Tech.

We have always been focused on fundamentals at the YM group of companies.



We have built a structure of formats and facias that deliver brand segmentation and differentiation within our market. We have focused on the supply chain, and maximized efficiency in the way we acquire and manage physical assets. And by all of this, we have taken up our position as the leading value-driven apparel retailer in Canada.

Value retailing has grown faster than any other major retail format in recent years, but this term has typically meant large stores with lower prices that attract more customers. For us, being value-driven means much more than that.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Streamline operations

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

IBM, MSFT

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

6

WHO DO YOU REPORT TO?

Chairman

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$50 to \$150 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Deal with Trump tariffs

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Ecommerce, distribution, sourcing

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

Six months to one year

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$3 Million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Implementing end-to-end process automation to eliminate manual bottlenecks and accelerate execution	A
Integrating real-time operational dashboards for enhanced visibility and faster decision-making	D
Leveraging AI-driven analytics to predict and mitigate operational risks before they escalate	E
Deploying digital twins for supply chain modeling and scenario planning	C
Adopting cloud-based collaboration tools to support hybrid and distributed teams	B
Enhancing cross-functional data integration to break down silos and improve workflow efficiency	E
Utilizing IoT sensors for real-time asset tracking and predictive maintenance	D
Streamlining procurement and inventory management with advanced automation platforms	A
Investing in cybersecurity solutions to safeguard operational data and ensure business continuity	B
Implementing agile project management tools to increase responsiveness to market changes	C
Optimizing resource allocation with AI-powered workforce management systems	D
Deploying mobile-first solutions for field operations and remote workforce enablement	A
Integrating sustainability metrics into operational dashboards for ESG compliance	B
Automating compliance monitoring to reduce regulatory risk and reporting burden	C
Enhancing customer experience by digitizing the end-to-end service delivery process	E
Utilizing advanced analytics for cost optimization and margin improvement	A
Adopting robotic process automation (RPA) for repetitive back-office tasks	B