



Founded in August 1972, Jiffy Trip is a regional convenience store chain operating 32 locations across Oklahoma and Arkansas. For more than 50 years, Jiffy Trip has built its reputation on innovation, quality, and exceptional customer service. As one of the early convenience retailers to offer hot coffee, Jiffy Trip has continued to evolve through fresh food, technology, and operational innovation. Today, more than 300 team members bring our values of Teamwork, Community, Fundamentals, and Innovation to life every day. With a strong foundation and a forward-thinking mindset, Jiffy Trip remains committed to creating exceptional experiences for our customers, opportunities for our team members, and a positive impact in the communities we serve.

serve and call home.

December 2023 - Present | Jiffy Trip, Enid, OK
Manager of Retail Intelligence

- Leads development of the retail intelligence and reporting ecosystem, connecting operational, financial, people and merchandising data to actionable business decisions.
- Develops the Metrics Map, P&L tools, KPI reporting, Food & Fountain analytics, Daily Digest and category/item-level research to give Operations a consistent view of performance and opportunity.
- Builds analytical processes using Excel, Power Query, PDI and related platforms to standardize data, automate reporting and improve decision-making.
- Develops reporting around food waste, deli performance, fuel, tobacco, shrink, labor, turnover, report utilization and other operational drivers.
- Partners with Operations leadership to identify opportunities, translate analysis into recommendations and strengthen execution.