

Adair Skinner, PMP

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PROFILE

PMP-certified retail leader with over a decade of progressive management experience, including project delivery for two new store openings and a full store closure. Currently a lululemon Educator and a Business Analytics student in the Asper School of Business B.Comm program. Experienced in coordinating cross-functional stakeholders, building workback schedules and milestone plans, and reporting results and action plans to senior leadership. Detail-oriented and highly dependable, with an analytics toolkit spanning Excel, PowerBI, and Tableau.

EDUCATION & CERTIFICATION

Project Management Professional (PMP)

June 2026

Project Management Institute

Bachelor of Commerce Program – Business Analytics

Sept 2009 – 2012, 2025 – present

Asper School of Business, University of Manitoba

- Expected graduation: January 2027

PROJECT MANAGEMENT EXPERIENCE

New Store Openings Project Manager

2021 – 2024

Urban Outfitters

- Visual Lead Project Manager for two new store openings (Burnaby and Richmond, BC), leading a team of 5 Canadian Merchandising Managers under the guidance of the Special Projects and Global Display Planning Senior Managers.
- Partnered with Operations Lead Project Managers to keep visual and operational workstreams aligned, holding beginning-of-day goal setting, and end-of-day feedback sessions (retrospectives) to raise issues and adjust next-day priorities.
- Responsible for overseeing and organizing all visual aspects of each opening against a critical 7-day workback schedule, turning an empty space into a ready-to-open sales floor on time.
- Coordinated visual deliverables with cross-functional partners, tracked progress against daily milestones, and escalated risks to senior managers to keep openings on schedule.

Store Closure Project Lead

2024

Urban Outfitters – Winnipeg, MB

- As Store Manager, led the full closure of the Winnipeg location, working back from a fixed closure date.
- Managed the wind-down end to end, including inventory drawdown, tech returns, staffing transitions and team communication, and final handover of the space.

Training Manager

2017 – 2024

Urban Outfitters

- Travelled to store locations across Canada to train newly promoted and externally hired Visual and Store managers; created a Visual Manager training checklist to ensure training was thorough, consistent, and complete.
- Designed digital meeting content and led training conference calls to support peers and drive sales in other markets; selected for these special projects based on manager development and retention results.

WORK EXPERIENCE

Educator (part-time)

Nov 2025 – present

lululemon

- Deliver product education and a premium guest experience while building first-hand knowledge of lululemon's retail environment, store operations, and culture.
- Completed PMP certification and maintain full-time B.Comm studies alongside the role, demonstrating strong planning and time management.

Acting District Manager

May 2024 – July 2024

Urban Outfitters

- Oversaw 11 stores averaging \$9,000,000 in total sales for the time period covered, guiding Store Managers in driving sales and profitability.
- Reported district strengths, opportunities, and KPI action plans to the Regional Manager on a recurring basis.
- Drove sales by promoting personal ownership of business processes; the district consistently ranked #1 of 8 districts in the region in sales over the prior year.

Store Manager

Oct 2019 – Oct 2020, June 2022 – Oct 2024

Urban Outfitters

- Led a \$5,000,000 volume location with 25–80 direct reports; one of the most profitable locations in Canada, generating \$1,000,000 in profit during the most successful year.
- Managed all aspects of the recruitment cycle; the location held one of the highest employee retention rates in the company.
- Trained in Radical Candor leadership; the store outscored the company in every employee opinion survey category throughout management tenure.
- Grew Customer Experience Survey scores to 15+ points above company average through coaching and feedback. Store was regularly within the top 10 out of 250 stores for CX.

Visual Merchandising Manager

Jan 2018 – Oct 2019, Nov 2020 – June 2022

Urban Outfitters

- Responsible for all visual aspects of the store, including floor sets, product placement, and training team members on visual standards.

Department Manager

Sept 2014 – Dec 2017

Urban Outfitters

- Completed all weekly and monthly operational tasks, including meeting agendas, schedules, and zone charts.
- Created a Specialist training program adopted across the country, leading to numerous internal promotions into management roles.

Assistant Manager

Sept 2012 – Aug 2014

Gap Inc – Multinational Apparel Retailer

- Oversaw all human resources aspects of the store, including recruitment, interviewing, onboarding, training, payroll, and scheduling.
- Led all associate training programs; the store earned one of the highest Employee Experience Survey results during tenure.

SKILLS

Project Management: Milestone and workback planning, risk identification and escalation, cross-functional stakeholder coordination, status reporting and presentations to leadership.

Technology: Microsoft Excel, PowerPoint, SharePoint; PowerBI; Tableau; SQL; Python; R; reporting systems (MicroStrategy, QLIK); scheduling and workforce systems (UKG Dimensions); applicant tracking systems (Taleo, SAP SuccessFactors, UKG, HireVue).

Leadership & Communication: Inspirational leadership, conflict resolution, creative problem solving, coaching and direct feedback, active listening, trust building.