Alex Gage

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EDUCATION

Texas A&M University, Mays Business School College Station, TX
Master of Business Administration December 2025

Texas A&M University College Station, TX
Bachelor of Science - BS, Plant and Environmental Soil Science May 2024

EXPERIENCE

JCPenney Headquarters, Plano, Texas
Digital Sr. Specialist, Digital Analytics August 2022 – March 2024
- Leveraged regression analysis to evaluate millions of data points, optimizing customer funnel performance and driving measurable gains in traffic, retention, and conversion rates
- Transformed complex data into actionable insights, crafting compelling narratives through data storytelling to empower leaders across nine divisions in strategic decision-making
- Designed and launched a real-time e-commerce dashboard, streamlining access to key performance indicators and enhancing leadership's ability to make timely, data-driven decisions
- Championed the customer experience, analyzing over 30,000 reviews to drive enhancements in sizing and photography standards on JCP.com, improving the site experience for over one million daily users

Sr. Project Specialist, Merchandise Strategy & Operations May 2021 – August 2022
- Partnered with senior leaders across Merchandising, Marketing, Supply Chain, Logistics, and Digital to align strategic priorities and drive the execution of high-impact initiatives across nine divisions
- Designed and implemented a comprehensive enterprise-wide framework to streamline private-brand launches, enhancing go-to-market efficiency and enabling proactive responses to evolving market trends
- Led a team of contractors in curating a 5,000-SKU product assortment, facilitating a seamless transition from the Sephora partnership to the successful launch of JCP Beauty
- Established a cross-functional leadership calendar, mapping senior leaders' divisional responsibilities to enhance transparency, accountability, and alignment across key initiatives

Merchandise Project Specialist, Sephora August 2016 – May 2021
- Served as the strategic liaison between JCPenney and Sephora leadership, facilitating seamless cross-company collaboration, aligning priorities, and driving execution for an 80+ member organization
- Oversaw end-to-end merchandising operations, managing purchase orders, item setup, pricing strategies, and inventory coordination across key categories, including private and national brands
- Led high-impact business reporting and analytics, delivering critical weekly insights to senior leadership, buyers, and planners, enhancing data-driven decision-making and optimizing category performance
- Led a strategic overhaul of the return-to-vendor process, reducing turnaround time by 4–6 weeks, optimizing warehouse capacity, and expediting capital recovery to enhance financial agility for buying teams

LEADERSHIP

Director of Consulting, Aggies in Business (AiB)
- Led client acquisition, team management, and strategy execution, securing partnerships, overseeing consulting teams, and delivering data-driven insights to drive business impact

SKILLS & INTERESTS

Technical Skills: Advanced Excel | Regression Analysis | Data Analytics | Data Visualization | E-commerce Strategy | Customer Insights | Market Research | Merchandising Operations | Cross-Functional Collaboration | Business Communication | Professional Presentation Skills
Interests: Investments, strategy games, outdoor activities