

Sana Akhtar

Toronto, ON | [LinkedIn](#)

Global Business Advisor in Retail

Self-motivated and detail-oriented professional with 17+ years of experience overseeing business operations, optimizing organizational financial health, and delivering keynote speeches, while initiating continuous improvements to optimize performance and drive overall success. Proven ability to build top-performing teams by recruiting top talent, conducting training sessions, offering constructive feedback, and fostering a positive work culture. Adept at devising strategic action plans to address customer pain points, facilitate marketing efforts, and increase sales consistently.

Areas of Expertise

- Sales & Marketing
- Process Improvement
- Regulatory Compliance
- Relationship Management
- Operations Management
- Strategic Planning & Execution
- Talent Acquisition & Recruitment
- Team Leadership & Development
- Public Speaking
- Financial Management
- Performance Evaluations
- Staff Engagement & Wellness

Career Experience

BloomXSana | Toronto, ON

Global Business Advisor | October 2023 - Present

- Set long-term and short-term strategic plans utilizing expertise in enhancing business performance by integrating company ethos and leveraging data to drive success in diverse markets.
- Develop comprehensive business strategies, conduct in-depth policy, and market analyses, and provide professional coaching to foster organizational growth and efficiency.
- Lead training and development initiatives within human resources, focusing on streamlined onboarding processes, effective customer relationship management (CRM), and customer experience enhancement.
- Build and foster cross-functional teams, manage rostering effectively, and contribute to associate development and business analysis, ensuring collaborative and data-driven approaches to achieving business objectives.

AOE | Toronto, ON

Keynote Speaker | March 2022 – Present

- Integrated social and business acumen skills into the Opticianry program by creating innovative courses to enhance the overall curriculum and prepare students for success in the industry.
- Deliver engaging presentations resonating with the audience, showcasing strong communication and public speaking skills for in-person seminars and webinars in Canada.
- Customize presentations to align with the overall goals by understanding the event's objectives, theme, and target audience, covering approx. 1-2 events annually.
- Formulated a comprehensive course on Emotional Intelligence in the workplace by incorporating interactive elements, case studies, and practical exercises to enrich the learning experiences.

OneSight | Toronto, ON

Canada Zone OneSight Ambassador | March 2022 – June 2023

- Established a smooth flow of internal communication by serving as the go-to person for field/store team inquiries with the aim of building a collaborative work environment.
- Scheduled monthly meetings with 3 Regional Captains and field teams while hosting calls for the Regional Captains to discuss updates, challenges, and opportunities.
- Represented the company and conveyed the organization's mission, values, and initiatives to internal and external stakeholders as the voice of OneSight to the brand and Zone.
- Fostered positive relationships as well as increased the company's community presence and impact through active participation in volunteer non-profit events.
- Maintained alignment in communication strategies, event planning, and marketing efforts by collaborating with the field/home office teams on delivering more coordinated and impactful initiatives.
- Exceeded the fundraising goal for 2022 by securing \$2M in charitable donations within Canada and the US by using effective communication and marketing strategies to inspire contributions.

LensCrafters | Toronto, ON

Regional Engagement / Wellness Captain | June 2020 – March 2022

- Raised employee morale and engagement by initiating a Wellness Committee during the COVID-19 pandemic and devising a virtual wellness challenge for the region.
- Facilitated 26 Store Leaders and teams to improve engagement culture, focus on team building, and foster a positive workplace environment by understanding the unique dynamics and challenges within each store.
- Enabled easier exchange of vital information and prompt resolution of any concerns by hosting monthly calls with store leaders for interactive discussions and knowledge sharing.

LensCrafters | Toronto, ON

Regional Recruiting Captain | June 2019 – March 2022

- Built a comprehensive recruitment pipeline by organizing approx. 4 recruiting events at local colleges, including Seneca, Georgian and Academy of Ophthalmic Education
- Identified the best possible candidates to recruit Optometrists and Licensed Opticians and top talent for optical store teams with a focus on building high caliber, top-performing teams as per staffing standards.
- Guided the regional recruiting team by adopting a lead-by-example management style while setting performance expectations and tracking team metrics.

LensCrafters Training Centre | Toronto, ON

Store Market Manager | March 2017 – June 2023

- Oversaw 26 store locations while facilitating the overall regional performance and performing regular store visits to support new leaders and ensure compliance with brand standards for assigned stores while simultaneously managing my core store of 2.5MM.
- Aligned new patient acquisition strategies with brand voice and marketing tactics by collaborating with the Sublease Optometrist partner, while supporting and investing in attraction activities within the market for higher visibility
- Conducted performance evaluations for associates to address weaknesses, while implementing training programs for the regional roster and training new hires, including Opticians, Assistant Managers, and Store Market Managers
- Analyzed store performance daily by tracking trends to execute strategic plans and drive positive results across all business units, including Retail, Optical Lab, Doctor of Optometry, Senior leaders, and HR team members.
- Applied Diversity, Equity, and Inclusion principles while fostering a supportive work culture by practicing active listening, motivating staff members, and offering constructive feedback.
- Enabled evidence-based decision-making by preparing quarterly business reports and presenting for senior leadership review within in-person or virtual meetings.
- Spearheaded 4 LensCrafters Fleet Renewal projects in Scarborough, Pickering, Fairview, and Markham to upgrade stores and create a much more customer-friendly retail environment.
- Encouraged cross-functional collaboration by leading weekly virtual discussions with 28 business partners to prep for the weekend business from Friday-Sunday, attaining top results and significant growth within Canadian Zone

LensCrafters | Toronto, ON

General Manager | April 2015 – March 2017

- Met and exceeded KPIs consistently by facilitating the ongoing process and quality improvements while coaching a team of 30 members in a motivational and constructive manner.
- Leveraged rapport-building and interpersonal skills combined with emotional intelligence to cultivate relationships with team members and deliver coordinated services.
- Set high standards of customer service by anticipating problems, addressing underlying reasons for recurring customer issues, and delivering long-term solutions by following customer journeys.

Additional Experience

Georgian College representing LensCrafters Eastern Ontario | Guest Speaker

- Led the National Zone OneSight Committee meetings, weekly regional business calls in Ontario, Quebec, and Manitoba, and regional engagement/wellness calls while handling the quarterly newsletter.

Mirage Moments | **Certified Wedding/Event Coordinator**, LensCrafters | **Retail Store Manager / Sales Supervisor**

Education/Professional Development

Global Master of Business Administration, MacQuarie Business School, Expected: Dec 2026

Artificial Intelligence Deep Learning, 2023,

Event Coordination Certificate, University of Toronto