

BRETT LANGLIN AIS

Dallas, TX | 817-320-2181 | brett@dialatech.com | www.linkedin.com/in/blanglinaais

EXECUTIVE SUMMARY

Dynamic executive with **20+ years of proven leadership** in operations, product, repair, warranty, and service businesses. Expertise in **scaling revenue, optimizing P&L performance, and building national service platforms** across retail, B2B, and consumer electronics industries. Known for **turning early-stage initiatives into multi-million-dollar operations**, integrating technical and customer-facing teams, and delivering measurable margin, revenue, and operational improvements.

- Led **\$4.5M+ YoY growth** and multi-location operational efficiency as COO of consumer electronics repair and product business
 - Directed **enterprise-scale service platforms** and warranty operations for Fortune 500 retail and technology companies
 - Built and scaled national programs from **\$3M to \$20M revenue**, including private-label credit card, extended warranty, and technical support initiatives
 - Skilled in **P&L ownership, multi-site operations, strategic planning, and cross-functional team leadership**
 - Track record of executing **turnkey growth initiatives**, increasing attachment rates, revenue streams, and customer retention
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PROFESSIONAL EXPERIENCE

Chief Operating Officer – Product, Repair & Support Operations

ETECH PARTS PLUS | Grapevine, TX | 01/2020 – Present

- Executive oversight of **global product sourcing, repair operations, logistics, customer support, and key account sales**
 - Full ownership of **pricing strategy, inventory, vendor relationships, and operational cost structure**, driving **5% YoY margin improvement** and expanding SKU availability
 - Redesigned **warehouse and inventory systems**, improving throughput, accuracy, and working capital efficiency
 - Led enterprise customer service enhancements, increasing **support speed and customer retention**
 - Drove key account sales, delivering **\$4.5M in YoY revenue growth**
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Director – Strategy & Tech Services

OFFICE DEPOT | Boca Raton, FL | 01/2018 – 01/2020

- Led **B2B and B2C enterprise strategy** across multiple business units, integrating \$1.5B in technical support operations
 - Directed OEM and retail warranty programs, onsite/remote tech support, and small business cloud solutions
 - Developed and launched “**as-a-Service**” initiatives, including Device, Software, and Coworking services
 - Partnered with executive leadership to align **operations with growth and scalability objectives**
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Senior Category Merchant – Tech Support, Protection Plans & Business Services

OFFICE DEPOT | Boca Raton, FL | 01/2014 – 01/2018

- National responsibility for **technical support and service categories** across 1,600 retail locations
 - Built and scaled **new revenue streams**, including smartphone repair services in 1,400+ stores
 - Led internal and external promotion of **Protection Plan programs**, increasing attachment rates and recurring revenue
 - Managed cross-functional teams, vendor partnerships, and program rollout at **national scale**
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General Manager & Sales Operations

VICAN GROUP | Southlake, TX | 01/2012 – 01/2014

- General management of **warranty and service sales operations** for retail clients and TPAs
 - Designed and deployed **turnkey retail repair initiatives** for retail associates and franchise dealers
 - Owned partner relationships, program execution, and team performance
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Vice President & General Manager

Unlimited Business Services | Colleyville, TX | 01/2007 – 01/2012

- Led **self-insured captive warranty and technical services platform**, including underwriting, adjudication, compliance, and repair operations
 - Scaled operations nationally for third-party administrators, adding **2,000+ new retail locations**
 - Designed retail sales strategies and operational programs for sustainable growth
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Vice President – Marketing & New Product Development

Value Added Services | Southlake, TX | 01/2000 – 01/2007

- Grew business from **\$3M to \$20M revenue** with a team of five
 - Built national programs supporting **warranty, technical support, and value-added services**
 - Executed nationwide training initiatives with major retailers and OEM partners
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Earlier Career Highlights

Director – Financial & Warranty Services | Value America | Charlottesville, VA | 1999–2000

- Built private-label credit card and warranty platform from scratch, generating **\$3M first-year revenue** and 73% warranty attachment

Director – Financial Services Marketing | CompUSA, Inc. | Dallas, TX | 1997–1999

- Executive leadership over **15% of company sales revenue**
- Built extended warranty and service programs generating **\$70M+ additional revenue**
- Managed \$250M private-label credit card portfolio contributing to **\$800M in sales**

Account Executive / Key Account Manager | Beneficial Management Corporation | Peapack, NJ | 1986–1997

- Managed **150 operators and credit analysts** across 13 regional centers and 3,500 stores
- Designed systems supporting **\$13B credit card operation**

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- Gained foundational expertise in **retail sales, service, and operational leadership**
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Professional Development

- Executive leadership, operations, and strategy training
- Regulatory compliance, warranty administration, and retail services programs
- Lean / process optimization certifications