

Andrew Atkinson Bernd

(773) 677-6360

Andrew_Atkinson@Berkeley.edu

[Linkedin.com/in/Andrew-Atkinson11](https://www.linkedin.com/in/Andrew-Atkinson11)

Masters student in Development Practice focusing on Community Driven Development and Community/Social Infrastructure, with extensive private sector professional experience and track record of business development, leadership, supply chain management, and smallholder farmer consulting seeks fulfilling position with values aligned organization.

University of California, Berkeley 2021

Academic Experience

Graduate Student Reader (August 2021 - Present)

- Economy and Society, Sociol 120 (Fall 2021)

Graduate Student Instructor (January 2021 - Present)

- Economic Demography, Demog C175 (Spring 2021)

The BLDG BLOC Foundation 2021

Non-Academic Experience

Content Developer (Graduate Practicum) - (May 2021 – August 2021)

Working with board members to assist in the launch of a new 501(c)(3) focused on financial literacy education and community impact investment in marginalized and under-resourced communities in US urban centers.

Deliverables:

- Suitability mapping for program roll-out using ArcGIS to process and visualize census, banking, and community data
- Research, value-aligned assessment, and consolidation of Financial Literacy curriculums from Penn State, Wells Fargo, and FDIC
- Creation of values and needs aligned Financial Literacy education program for young adults (late high-school and early college)
- Initial community impact investment strategy framework

According to Weeze 2020 - Present

Content Researcher and Writer : According to Weeze Podia - (December 2020 - Present)

Assisting in research and writing for the monthly “Ongoing Education” section of the Podia site of anti-racist and decolonization Educator and Coach “Weeze” Doran. Topics have ranged widely by include such subjects as School-to-Prison Nexus, Medical Apartheid, Weaponization of Religion, as well as sociological looks at various historical events through an anti-racism lens.

Audio Engineer and Editor : According to Weeze The Podcast - (October 2020 - Present)

Intelligentsia Coffee 2011 - 2020

General Manager of Equipment Strategy and Field Services (July 2019 – July 2020)

Developed and grew a new revenue generating business unit from a small technical support department. Worked across all channels of Intelligentsia to build efficiency and efficacy of increasing systems for existing Technical Field Services department while creating new revenue streams and support systems for equipment sales and deployment.

- Complete ground-up assessment, overhaul, and expansion of Intelligentsia “Tech” department
- Created a revenue and profit generation management strategy for a department previously seen as primarily a support function
- Developed and implemented new customer engagement and marketing strategies working alongside technology and marketing departments
- Re-engaged and motivated department team members with company values and inspiring desire to drive department financial success through proactive and positive customer service focus
- Set and exceeded historic revenue and profit benchmarks for Intelligentsia’s Technical Field Services Department

Regional Retail Manager of New Markets, East Coast, and West Coast (Jan 2017 – July 2019)

To support Intelligentsia Retail Expansion during company growth, position was refocused to new and expanding markets. Oversee Retail expansion and operations in 4 cities across 3 markets ensuring and improving profitability, execution of standards, and staff retention through engaged leadership and thoughtful support of management teams while ensuring brand alignment in new markets

New Store and Market Development

- Work alongside executive team to drive New Market and New Store planning, launch, and operations by developing and managing New Store and New Market protocols and systems
- Develop New Market launch plan for retail entry into new cities using analysis of demographic and psychographic data as well as on-the-ground intuition gleaned from over a decade of experience
- Develop new market operation plan to ensure remote markets remain connected to company values and standards while ensuring financial goals are met
- Develop and manage new store opening program and timeline
- Oversee design, build, and launch of new stores
- Collaborate with Construction Project Manager and internal Tech team to assist in on-the-ground installation, testing, and implementation of facilities and coffee equipment during new store builds

Continue to be accountable for Multi-Unit Retail Leadership in New Markets, East Coast, and West Coast

AA

Assistant Director of Retail Operations (Dec 2014 – Jan 2017)

Oversaw Retail Operations and Education in 3 cities ensuring profitability, execution of standards, and staff retention through engaged leadership and thoughtful support of management teams

Multi-Unit Retail Leadership

- Hired, developed, managed, and coached top performing leadership and training teams ensuring high-level execution of both financial and organizational aspects of each unique business environment
- Guided and empowered retail leadership to build, train, and manage high performing and dependable teams
- Managed performance through formal performance reviews, coaching, real-time feedback in support of a high-performance culture
- Developed yearly sales and profit goals; led teams to achieve and exceed financial goals
- Created and implemented new systems and protocols to increase profitability while maintaining high standards of excellence in service and product such as labor management systems, inventory protocols, and waste management protocols
- Led continuous development and management of Education Program to increase efficiency and continue to evolve standards and execution to maintain industry leading coffee service program
- Developed and refined training programs and curriculum for training of retail teams

Green Coffee Buyer – El Salvador (Nov 2013 – July 2020)

- Selected, contracted, and negotiated pricing of raw coffee supply based on inventory needs of Intelligentsia's coffee sales and multiple price and quality tiers
- Managed relationships with long-term producing partners to ensure open, collaborative communication throughout each buying season to sustain and develop and long-term relationships
- Identified, initiated, and developed new relationships to expand supplier network at all quality and price tiers
- Communicated and collaborated with teams across all departments as the "voice" of top-quality coffees to increase awareness and sales
- Part of Extraordinary Coffee Workshop team, engaged in planning, coordinating, and execution of yearly international workshop bringing together producers from across the world-wide coffee production network to build quality coffee production skills and knowledge

Retail Educator (Apr 2013 – Dec 2014)

Retail Shift Lead (August 2011 – Apr 2013)

DarkCloud : Urban Coffee Lab 2010 - 2011

Owner Operator (May 2010 – August 2011)

Oversaw all business aspects from ideation to operations and finances, including day-to-day activities i.e. customer facing service aspects and team management

Skills

- Team leadership and management
- Leadership training and development
- Business cash flow and financial management
- Technical and skills-based Instruction (single-unit, multi-unit, and channel level)
- Self-driven technical learning and application
- Highly effective communication with all levels (entry-level to executive)

Proficiency

Software

Excel 

R 

ArcGIS 

Language

Spanish 

Technical

Digital Media Production (Audio) 

Contact

Andrew Atkinson

Phone: +1 (773) 677-6360

Email: Andrew_Atkinson@Berkeley.edu

LinkedIn: Andrew-Atkinson11

Home: 3030 Chapman St, Unit 301, Oakland CA

Education

University of California, Berkeley 2022

in progress

Master of Development Practice

Columbia College Chicago 2010

Bachelor of Arts (BA)

Audio Arts and Acoustic

Audio Design and Production

References

Available Upon Request