

# Jon Liechty<sup>(he/him)</sup>

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## Profile

Dynamic executive with 25 years in retail leadership, driving operational excellence, customer loyalty, and service experience transformation. Known for aligning retail strategy with brand vision and developing high-performing teams. Strong background in P&L accountability, operational efficiency, and digital-physical integration across North America and Asia. Committed to inclusivity and community impact.

## Experience

### **senior vice president, US Retail Operations; Starbucks; Seattle 2022-2024**

- Business owner of up to a \$10B business with nearly 5,000 locations and 120,000 retail partners.
- Shape retail strategies as part of the NA Leadership Team, contributing to long-term vision and growth.

### **senior vice president (interim), US Operations Services & Siren Retail, Starbucks; Seattle 2022**

- Designed and deployed retail facing elements of our “Reinvention Plan,” driving productivity and margin expansion through operational and digital innovation.
- Led creation of a company-wide stage gate process for strategic sequencing of retail-facing initiatives.

### **vice president & GM, Siren Retail, Starbucks; Seattle 2021-2022**

- Directed operations and strategy for premium brand and flagship experiences, integrating product development, marketing, and brand partnerships.
- Operated our US Reserve Roasteries and opened our iconic Empire State Building Reserve store.

### **vice president, Operations Services, US, Starbucks; Seattle 2018-2021**

- Orchestrated foundational operations services, including innovation in equipment and store concepts.
- Key leader in [WA State's COVID-19 Vaccine Command & Coordination System](#), optimizing mass vaccination models through operational expertise.

### **vice president, Regional Operations, Asia Pacific, Starbucks; Seattle 2016-2018**

- Led operational excellence and customer strategy across 14 APAC markets, supporting product and design innovation for diverse regions.
- Collaborated with market leaders/business partners to drive scalable growth, integrating strategy across Real Estate, Product, Marketing, and IT.

### **director, Operations, TATA Starbucks Private Limited; Mumbai, India 2015-2016**

- Oversaw Retail Operations, focusing on new market expansion and profitable growth.
- Managed Learning & Development, Customer Care & Contact Centers, and interim Retail HR, reinforcing brand consistency and customer engagement.

### **director, Regional Operations, China & Asia Pacific, Starbucks; Hong Kong 2013-2015**

- Provided strategic oversight of operational initiatives that improved execution & customer service, and delivered record revenue & profit growth across the region
- Consulted on new market entry, real estate planning, and scalable infrastructure development, resulting in the rapid and sustainable growth of our business in a number of key markets

### **manager - director, Global & Americas Operations, Starbucks; Seattle, WA - 2009-2013**

- Developed & drove the global workforce management strategy for our retail business
- Coordinated an ERP deployment effort which required executive leadership influence across the span of North America Operations, Category, Finance, SCO, IT, Accounting and Global Learning

### **barista - district manager, Starbucks; Seattle, WA - 1999-2009**

## Education

Arizona State University, BA Philosophy, 2018, *summa cum laude*, [Dean's Medal Recipient](#)