

Andrew McGowan

Category & E-Commerce Leadership • Operations • Systems & Data

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PROFILE

Category and e-commerce leader who built and scaled Henry's seven-figure Photo Centre division like a start-up inside a national retailer, owning category strategy, e-commerce development, data analytics, project management, tooling, and vendor and contract negotiation. Trusted by leaders across e-commerce, marketing, and merchandising as the division's scope has grown, and partners hand in hand with the broader e-commerce, marketing, and operations teams to deliver results. Modernized outdated systems and equipment, winning back customers and revenue the business had been losing, and turned scattered operations into competitive, customer-facing products.

EXPERIENCE

Manager and Category Manager, Photo Centre

Jun 2022 to Present

Henry's • Toronto, ON

Lead a seven-figure division spanning online personalized printing & gifting and in-store instant printing, film development, video transfer, and passport imagery. The role functions as a start-up within a corporate ecosystem, combining six disciplines:

- **Category Management:** Own product assortment, sourcing, pricing, and marketing strategy across the division's online and in-store services, and have driven the majority of pricing and promotional strategy over four years.
- **E-Commerce Development and Management:** Manage the Photo Centre e-commerce platform end to end, supporting 75,000+ orders to date, and led the migration off aged legacy infrastructure toward a modern Shopify-based stack.
- **Systems and Tooling Integration:** Replaced aging hardware and software with modern systems, recovering formerly lost customers and revenue and restoring competitiveness across instant-print and finishing services.
- **Project Management:** Built and ran the division's Monday.com project management environment (Feb to Jun 2026), standardizing workflows and visibility across teams.
- **Data Analytics:** Build Power BI reports to track campaign and promotion performance, website user behaviour, and competitor pricing and market activity, and use those insights to optimize SEO and improve site UI/UX.
- **Vendor and Contract Negotiation:** Negotiate platform and vendor agreements that expand the division's capabilities and bring new products and services to market.

Category Manager, Toronto

Mar 2022 to May 2022

Tiggy Delivery Corp • Toronto, ON

- Owned product selection and brand relationships for the Toronto division (role ended via company-wide layoffs).

Marketing Coordinator / Operations Contractor

May 2021 to Feb 2022

NUVO Taste & NUVO Fresh • Burlington / Toronto, ON

- Ran day-to-day operations, logistics, partner outreach, and customer service for a self-developed local fresh-meat delivery platform serving the GTHA.
- Owned website updates, social media, digital marketing, and content creation across both brands.

Category Manager / E-Commerce & Marketing

Feb 2018 to May 2021

The Healthy Butcher • Toronto, ON

- Managed the Produce category across three retail locations, covering purchasing, pricing, inventory, and sale coordination, and grew it to roughly 25% of each store's sales, plus e-commerce.

- Implemented inventory systems and regular stock-takes to enable responsible purchasing of volatile-lifespan product and minimize loss. Maintained vendor availability through pandemic supply-chain disruption.
- Led brand-wide POS and inventory system launch and SKU management. Earlier, managed home-delivery e-commerce fulfillment, logistics, and the customer-facing webstore.
- Produced blog posts, recipes, email newsletters, labels, and product imagery across the brand.

EARLIER EXPERIENCE

Production Operator, Nova Scotia Spirit Co Sep 2016 to Jan 2018
 Doubled Facebook following in 2 months via a self-initiated social program, and drove process changes that doubled bottling labour efficiency.

Sales & Customer Service, Future Shop 2015
Clerk / Grounds Crew / Seasonal Roles, Nova Scotia 2012 to 2016

EDUCATION & CERTIFICATION

North Nova Education Centre, New Glasgow, NS • 2012-2015
Customer Service & Hospitality (Certification), Fine Arts Bartending School, Halifax, NS • 2017

SKILLS

Category Management • E-Commerce (Shopify) • Pricing & Promotional Strategy • Data Analytics • Project Management (Monday.com) • Systems & Tooling Integration • Contract & Vendor Negotiation • Inventory & SKU Management • Digital Marketing & SEO • AI Tools • Microsoft 365 • Notion • Adobe Creative Suite