

# MORRIS STERN

## VP of Technology - Winnipeg, Manitoba

morris@sterntechadvisory.com · linkedin.com/in/morrisstern · sterntechadvisory.com

---

### PROFILE

Enterprise technology executive who converts board-level decisions into operational reality across stores, warehouses, ERP, payments, POS, data, and field teams. When Ashley Global Retail acquired Dufresne Spencer Group, the buyer standardized on the retail platform built under his leadership and retained him to lead the conversion of both retail estates onto it: 265 stores, three legal entities, 3,000+ users, roughly \$3B in revenue, plus a new data center build, delivered in nine months, on time and on budget. Has operated both sides of the same transaction, from sell-side technology diligence through buy-side integration. A lifelong Winnipegger, focused on VP of Technology, CTO, CIO, and Chief Digital Officer mandates, Winnipeg and Manitoba first.

### SELECTED RESULTS

- Led the \$3B, 265-store platform conversion following the Ashley–Dufresne Spencer Group merger, spanning ERP, WMS, POS, payments, infrastructure, and field readiness. Nine months, on time, on budget.
- Built M&A cutover playbooks that cut each successive store onboarding effort by roughly 50%, turning integration into a repeatable enterprise capability.
- Rebuilt the chain-wide payments operating model: new processor, improved authorization performance, \$500K+ in annual savings, 3DS policy, and consumer-financing integrations across Canada and the US.
- Implemented mobile POS and a chain-wide store tablet fleet, cutting device hardware costs by more than 50% while improving floor usability and associate adoption.
- Delivered a 50,000-unit Vusion ESL rollout at near-100% pricing accuracy; now governs the network-wide program at 86,000 units, scaling toward 169,000. Directed STORIS ERP stabilization with incidents down 40%+.
- Directed a \$25M ICT capital portfolio within Manitoba's \$1B provincial healthcare program: 50+ concurrent projects and two new-build hospitals, generating roughly \$3M in annual savings.

### CAREER

#### Vice President, Retail Technology, Ashley Global Retail

Nov 2025 – present

Retained by the acquirer after the Dufresne Spencer Group acquisition. Led the conversion of two retail estates and a new data center build onto one surviving platform; holds enterprise go/no-go authority; governs the network-wide ESL and pricing-integrity program; led enterprise PIM strategy and selection. Remote from Winnipeg.

#### Vice President of Retail Systems, The Dufresne Group

Feb 2023 – Nov 2025

Retail systems and ERP across a three-banner, cross-border platform: 184 locations, ~\$1.2B revenue. Built and hardened the platform later selected as the enterprise standard; led the sell-side technology workstream for the divestiture; payments rebuild, mobile POS and tablet fleet, 50,000-unit ESL rollout, STORIS ERP stabilization.

#### Program Director, ICT Capital Projects, Daemon Defense Systems - Shared Health

Feb 2022 – Feb 2023

Directed a \$25M ICT capital portfolio within a \$1B provincial healthcare program: 50+ concurrent projects and two new-build hospitals in a regulated, audit-intensive environment; ~\$3M in annual savings.

#### Director of Business Solutions (Head of IT), Western Glove Works

Jun 2018 – Feb 2022

Owned the full technology function for a multi-brand denim manufacturer (Silver Jeans Co., Jag Jeans). Built the DTC channel to \$1M+, originated a \$2M+ marketplace program, established the foundation for \$20M in B2B and ecommerce growth, cut IT costs 30%+. Promoted through four roles from ERP Specialist (2014).

### MANDATES AND EDUCATION

Open to VP of Technology, CTO, CIO, and Chief Digital Officer mandates, Winnipeg and Manitoba first; remote and hybrid across Canada and the US also work. Strongest fit: organizations mid-transformation, post-acquisition, or preparing for either. Education: Bachelor of Business Administration, University of Winnipeg.