



Rocky's Ace Hardware hires Eddie Torres as vice president of store operations

Torres will look to maximize company profits by building sales and controlling expenses

[Rocky's Ace Hardware](#), a family-owned business with neighborhood-based stores in six states, has announced that Eddie Torres has assumed the position of vice president of store operations beginning in July of 2018. Torres will participate in both strategic and operational planning with the goal of maximizing company profits through coordinated efforts of building sales and controlling expenses.

"We are thrilled to add the wealth of experience Eddie brings to our senior management team," said Rocky's Ace Hardware President and CEO Rocco Falcone. "Eddie prides himself on improving the customer experience and optimizing sales generation at his stores."

With the mission to provide customers with the ultimate service experience, Rocky's tabbed Torres, who brings over 20 years of success at Fortune 500 companies including Target, Kohl's and Dollar General. Torres spent 11 years as a group director for the Target Corporation, where he led a successful turnaround, improving a poor performing group of 17,500 members into a top group for labor compliance standards. He reduced turnover by 37% and achieved 100% staffing levels by collaborating with Human Resources to develop a people-focused, cross-functional leadership team, while posting the top ranking in guest satisfaction across the organization by developing strategies on department best practices. While serving as the regional vice president at Kohl's, he achieved a 100% district management satisfaction rating, led the territory in customer service for two straight years and increased item availability by developing technology solutions.

Most recently, he served as the New England regional director for Dollar General, where he delivered the highest sales figures during a three-year expansion, and assisted with the opening of the first Dollar General locations in Maine and Rhode Island. His trove of accomplishments and ability to create a customer-first atmosphere built upon dedicated personal attention is what attracted Rocky's to Torres.

"Eddie has a proven track record of success at various Fortune 500 companies, and we can't wait to see what he has in store for Rocky's," said Falcone.

About Rocky's Ace Hardware

Rocky's Ace Hardware, your neighborhood store for paint, hardware, lawn & garden and pet supplies has been in continuous operation, under the same family ownership, since opening its first location in Springfield, MA in 1926. From one modest store to now over 32 convenient locations throughout Connecticut, Florida, Maine, Massachusetts, New Hampshire and Rhode Island. Rocky's has become one of the country's largest Ace Hardware dealers, noted for its exceptional customer service and vast product selection. For more information, visit rockys.com.

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