

Employment Opportunity

Chief Operating Officer

O&H Danish Bakery

Racine, Wisconsin

THE **QTI** GROUP

Please apply on our website:

<https://www.qtigroup.com/find-a-job/details/chief-operating-officer/BH59013754>



ABOUT THE ORGANIZATION



O&H Danish Bakery has exclusively retained **The QTI Group** to lead the search for a **Chief Operating Officer**.

O&H Danish Bakery is proud to be a fourth-generation, family-owned business, proudly serving five locations across Racine, Sturtevant, and Oak Creek, WI. Since 1949, the Olesen Family has been faithfully committed to baking quality Kringle and other delicious pastries. We still bake all our pastries and baker's goods with the methods and passion that our grandfather, Christian Olesen, taught us.

While we are a bakery and food company at our core, O&H operates a diverse, multichannel business serving customers through retail, ecommerce/mail order, and wholesale. We view operational excellence, continuous improvement, and customer experience as key differentiators in sustaining our reputation as a top-tier provider of scratch-made, high-quality Danish bakery products.



"Sharing in the good life through a taste of happiness. One slice, one gift, and one person at a time."

Believing in each of these values in everything we do:

Family Service

Warm smiles, good conversations, and great people, every day, we strive to provide you with the same service as we would our own family.

The Olesen Family Guarantee

We want your bakery specialties to be perfect down to the very last bite. And if, for some reason, you are not satisfied, we will make it right.

Obsessed with Quality

We simply believe that to make a great bakery, you have to do it the right way – with no shortcuts, using the traditional methods passed down through generations.

Community Focused

Racine, Wisconsin, has that small-town feel. And we would not be here without the support of many from our community, which is why we are determined to give back.

ABOUT THE OPPORTUNITY



O&H Danish Bakery is seeking a hands-on, values-driven **Chief Operating Officer** (COO) to serve as a key operational leader responsible for driving the day-to-day success of a fast-growing, family-owned organization. Partnering closely with the President and Leadership Team, the COO is an operational and cultural leader responsible for translating strategy into disciplined execution to align people, processes, and systems, to drive strong financial performance, and to deliver exceptional quality and service across all channels.

This role ensures O&H delivers on its strategic vision by harmonizing the leadership team, leading the day-to-day business, and building and developing high-performing teams—while strengthening cross-functional collaboration and instilling a culture of accountability, continuous improvement, and results.

As part of a 76-year legacy built on craftsmanship and care, the COO will help lead O&H into its next era of growth, innovation, and operational excellence, overseeing all operational, retail, financial, customer, and growth functions.

Key Accountabilities:

- **Oversee the day-to-day business:** Drive execution across all departments and ensure operational excellence across every business channel.
- **Drive accountability:** Establish clear metrics, responsibilities, and performance management across the leadership team.
- **Harmonize the leadership team:** Build trust, alignment, and collaboration between leaders and departments.
- **Prioritize and execute the vision:** Translate the company's strategic goals into short- and medium-term objectives with measurable outcomes.
- **Deliver P&L results:** Manage budgets, forecasts, and cost control to achieve profitable growth.

Key Responsibilities:

Leadership, Culture & Strategy

- Lead, coach, and develop the senior leadership team; ensure "Right People, Right Seats" alignment.
- Promote O&H's family values and mission while professionalizing systems and processes for scale.
- Foster a culture of accountability, continuous improvement, and team collaboration.
- Support succession planning and leadership development at all levels.
- Serve as a bridge between ownership's vision and the leadership team's execution.
- Translate strategic priorities into annual and quarterly objectives.
- Serve as a trusted advisor to ownership, balancing legacy culture with forward-thinking execution.
- Strengthen current strategic company partnerships and develop new business relationships with suppliers, service providers, and customers.
- Collaborate with HR to develop strong talent pipelines and organizational development.

Operational Excellence

- Oversee bakery production, warehousing, and fulfillment operations to ensure quality, safety, and efficiency.
- Develop and monitor key performance indicators (KPIs) to ensure accountability and progress.
- Ensure operational readiness and scalability across all channels: wholesale, e-commerce, catalog, and retail.
- Implement systems and processes that support scale, compliance, and innovation.
- Manage operational budgets and work closely with the Controller on financial planning and cost control.
- Support store-level execution and operational consistency through scalable systems for staffing, training, merchandising, and service.

Commercial & Customer Operations

- Ensure seamless, high-quality customer experience across retail, e-commerce, catalog, and wholesale channels.
- Partner with IT, Finance and Sales & Marketing to integrate systems and automation that improve efficiency, scalability, and visibility across the customer journey.
- Leverage data, analytics, and reporting to inform operational and commercial decision-making.
- Champion cross-departmental communication and collaboration to ensure alignment between operations, sales, marketing, and fulfillment.
- Ensure operational readiness to support new product launches, market expansion, and promotional campaigns.
- Collaborate with the VP of Sales & Marketing to align supply and demand planning, ensuring coordination between marketing initiatives, sales forecasts, and production capacity — while driving pricing discipline and margin growth across all channels.
- Partner with leaders and owners to honor O&H's heritage while advancing innovation and continuous improvement.

Supervision: Direct Reports

- Director of Human Resources
- Financial Controller
- Director of Retail Stores
- Director of Baking Operations
- Director of IT
- Director of Fulfillment Operations
- VP Sales & Marketing

Education and Experience:

- Bachelor's degree in Business, Operations, or related field.
- Demonstrated success as President, COO, or other relevant C-suite position of office in a \$50M-\$250M enterprise.
- Strong financial and operational acumen with experience in ERP and data systems.
- Proven ability to lead cross-functional teams across production, finance, retail, ecommerce, and HR.

Knowledge and Skills:

- Hands-on, collaborative leader with exceptional communication skills.
- High integrity, humble confidence, and a servant leadership mindset.
- Calm under pressure; decisive but empathetic.
- Comfortable leading in a family-owned, values-driven organization.
- Passionate about creating systems that enable great people to do great work.

APPLICATION & SELECTION PROCESS



O&H Danish Bakery has exclusively retained **The QTI Group** to lead the search for a **Chief Operating Officer**. The QTI Group is a comprehensive human resources advisory services firm founded in 1957. QTI is headquartered in Madison, WI.

Location: Racine, Wisconsin.

For more information, please contact:

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Apply Online: <https://www.qtigroup.com/find-a-job/details/chief-operating-officer/BH59013754>

Application Deadline: July 10th, 2026, at 4:00 pm CT.

ABOUT GREATER RACINE, WI



O&H Bakery operates five locations across Wisconsin, with shops in Racine, Sturtevant, and Oak Creek. Racine, WI

Racine, WI

Racine, Wisconsin, known as “The Kringle Capital of America,” sits between the busy cities of Milwaukee and Chicago. It is 25 miles south of Milwaukee and 60 miles north of Chicago. Racine is also well connected by Interstate 94, making it easy to reach Milwaukee, Madison, and Minneapolis to the west, as well as Chicago and Detroit to the east.

Downtown Racine has a lively lakefront with shops, art galleries, restaurants, and museums, all with historic charm. There are also many outdoor activities, such as hiking, fishing, water sports, golfing, and parks. Racine is also home to several buildings designed by Frank Lloyd Wright, a well-known architect from Wisconsin.



Sturtevant, WI

Sturtevant, with a population of 6,908, is a village located in Racine County. It is conveniently situated just 10 minutes from Racine, 30 minutes from Milwaukee, and about an hour from Chicago. The village offers many parks, shops, and trails, making it a highly walkable area. Sturtevant features an Amtrak station and provides easy access to highways, simplifying travel to Milwaukee or Chicago. The community is known for its excellent schools, safe neighborhoods, family-friendly atmosphere, and strong sense of community.

Oak Creek, WI

Oak Creek, Wisconsin sits along the west shore of Lake Michigan in the southeast corner of Milwaukee County, right next to the City of Milwaukee. It is part of the Milwaukee Metropolitan area and about 85 miles from downtown Chicago. Oak Creek is one of Wisconsin’s fastest-growing cities, with a population of over 36,000 (2020). The city is known for its strong economic growth, including Drexel Towne Square, an 85-acre mixed-use area with city hall, the library, an outdoor amphitheater, a splash pad, shops, and more. Major employers like Amazon and Ikea are also located in Oak Creek.

Helpful Community Links:

- <https://www.realracine.com/>
- <https://greaterracinecounty.com/live-here/communities/village-of-sturtevant/>
- <https://www.oakcreekwi.gov/>