

CEO Morning Briefing

Friday, 2026-03-06

FIRES (FROM COO SCAN — ITEMS NEEDING IMMEDIATE ACTION TODAY)

Chronologiste Backorder Threatens March Mask Campaign

Kerastase Invoice #6042385991 confirms ALL Chronologiste products backordered — zero shipped. The \$10 Mask Treatment campaign features Chronologiste Masque Intense Regenerant as a hero product. Campaign currently runs on only 2 of 3 featured masks.

- Also backordered: K Resistance Force Bain (3), K Mousse Bouffante (3), KR STY SSP VIP (3)
 - Overall order shortfall: 54 ordered, 40 shipped (26% gap)
 - **Action:** Call Lorraine Loy (330-655-1264) for backorder ETA. Check on-hand Chronologiste stock — if zero, update campaign to feature only Nutritive + Genesis masks.
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WARNINGS (MONITOR THIS WEEK)

- **Feb Service Revenue -7.82% MoM** — \$80,789 vs Jan \$87,638 (-\$6,850). Fewer working days in Feb may partially explain. YoY comparison against Feb 2025 needed to assess budget variance. Bright spot: Retail up +8.42%, RTS at 16.2% (above 15% support staff bonus threshold).
 - **Chantel Quintana: -43% service decline (-\$2,329)** — Established Level 3. Not a ramp issue. Needs investigation this week.
 - **Drake Rosberg: -26% service decline (-\$1,240)** — Level 2. Two mid-tier stylists declining simultaneously warrants scheduling/retention review.
 - **Tashina Miranda: Decision overdue** — Revenue trajectory: \$668 → \$355 → \$327. Burning ~\$206/mo hourly cost against \$327 revenue. 30-day decision point has passed. Intervention, booth rental transition, or exit — cannot defer further.
 - **Unknown employee "Tasia Hine"** — Appears in service leaderboard (\$570 revenue). Not in roster. Confirm identity and update config.
 - **Talia Tschida: -21% during ramp** — Returning from maternity leave. Monitor; escalate if March also declines.
 - **Holiday giftsets still selling post-deadline** — Should have been broken into individual products after Feb 14 clearance. Premiere giftset running at only 17% margin.
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EMAIL HIGHLIGHTS

Email export encountered a processing error — no inbox data available today. Agent logs confirm: `Invalid control character parsing failure`. Needs fix for next run.

IMESSAGE (BUSINESS-RELEVANT MESSAGES)

No business-relevant messages. Only received message (48h): "+17206656348: Got it! See you tomorrow" — appears to be a scheduling confirmation, no action needed.

PHOREST DATA

No Phorest reports routed today.

TODAY'S ACTIONS

- [] **URGENT** — Call Lorraine Loy (330-655-1264) re: Chronologiste backorder ETA
- [] **URGENT** — Check Chronologiste Masque on-hand inventory; if zero, update March campaign to 2 masks only
- [] **THIS WEEK** — Direct conversation with Tashina Miranda: intervention, booth rental, or exit decision
- [] **THIS WEEK** — Investigate Chantel Quintana's -43% drop (schedule, callouts, cancellations?)
- [] **THIS WEEK** — Confirm who "Tasia Hine" is; update roster if new hire
- [] **THIS WEEK** — Check Ali Guerrero's hours (target 80+/mo; absent from both dashboards)
- [] **OPTIONAL** — Verify holiday giftsets broken down per Feb 14 campaign rule

Positive signals worth noting:

- Erin Frost: +22% service, +90% retail — leading both sides
 - Haley Kubala: +14% service, +87% retail
 - Deana Faust: +29% service, +141% retail
 - Teigan Maniatis: +221% growth, nearing breakeven
 - Retail margin holding at 63%; RTS 16.2% likely triggers support staff bonus
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AGENT STATUS

Agent	Errors	Warnings	Notes
COO Daily Scan	0	1	Sandbox access issue — could not reach `inbox/` or `outputs/`
Briefing Compiler	1	0	Error carried forward from email parsing failure
Mail Export	0	0	JSON parse error on email content (control character issue)
iMessage Export	0	0	Clean

Known issues:

- Email parsing broken — Invalid control character at char 283. Needs debug before next run.
- Sandbox config should be expanded to include `_Agent_Runner/` directory for file I/O.
- Feb 2025 YoY data still needed to assess budget variance on service revenue.