

JOSH CREASMAN, MBA

OMNICHANNEL SUPPLY CHAIN & OPERATIONS EXECUTIVE

B2B Wholesale • B2C/DTC • Direct-to-Store • M&A Integration • COO / SVP Supply Chain

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\$550M operating spend • **\$450M→\$2B** sales • **261** people • **10%→45%+** intl revenue
23% faster lead times • **+5.4 pts** gross margin • **800K+** SKUs automated • **\$50M–\$600M** M&A

EXECUTIVE SUMMARY

Omnichannel supply chain and operations executive (COO / SVP level) who built the operations behind New Era's growth from \$450M to \$2B, including international expansion from 10% to 45%+ of revenue. Launched e-commerce from zero to 16% of the business at 99% service, cut lead times 23%, lifted gross margin 5.4 points, and delivered highly automated distribution for 800,000+ SKUs across B2B wholesale, B2C/DTC, and direct-to-store. Integrated acquisitions from \$50M to \$600M into one operating model, delivering \$72M+ in OpEx improvement. Background spans consumer products, building materials, chemicals, and the military. Known for turning complex operating models into clarity.

CORE COMPETENCIES

Strategy & Leadership: Operating Model Design | M&A Integration | Plant Consolidation | P&L Management

Manufacturing & Quality: Manufacturing Operations | Lean Six Sigma | Plant Start-up | Contract Manufacturing

Sourcing & Trade: Global Sourcing | Trade, FTZ & Customs Compliance | Social Compliance | Low-Cost Regions

Operations & Technology: Omnichannel Distribution | Logistics | S&OP | IT & Automation

PROFESSIONAL EXPERIENCE

NEW ERA CAP | Vice President, Global Supply Chain

2015 – 2026

Led 261 people across four regions and \$550M in operating spend across distribution, logistics, demand management, sourcing, procurement, quality, compliance, design, manufacturing, and supply chain IT.

- **Scaled operations through \$450M to \$2B in sales:** Built the operations and supply chain behind 4x+ growth across B2B wholesale, B2C/DTC, and direct-to-store, including international expansion from 10% to 45%+ of revenue and new operations in Australia, Mexico, China, New Zealand, and EMEA.
- **Integrated \$50M–\$600M acquisitions and delivered \$72M+ in synergy OpEx improvement:** Served on due diligence, then built one supply chain operating model through sourcing consolidation and alignment, distribution consolidation, global logistics consolidation, CBP trade programs, and systems integration.
- **Launched e-commerce from zero to 16% of global business at a 99% service level:** Delivered the supply chain for 183,000 exclusive SKUs and a near-shore, make-to-order custom capability in DCs on shorter lead times, 20% of e-commerce.
- **Led \$150M of distribution infrastructure investment across five countries:** Replatformed distribution in the U.S., Mexico, Australia, China, and Brazil to meet e-commerce demand, adding tote-to-person automation and Locus robots. Automated 800,000+ SKUs across AutoStore (Europe), Knapp (U.S.), and Locus (Mexico).
- **Lifted gross margin 5.4 points on \$2B in sales and cut lead times 23%:** Directed \$565M in sourcing across 15+ countries, rebuilding it beyond a 95% China base on three fronts: cost (labor, preferential trade, CBP-compliant U.S. First Sale), speed to market (Bangladesh, Kenya, Haiti), and complex construction (apparel, accessories). Built vertical Tier II raw material supply for quality and cost.
- **Restructured North American manufacturing:** Closed the U.S. union facility, consolidated key lines into a domestic facility in Miami, and shifted the vast majority of production to the global sourcing network, led by the Bangladesh and Vietnam centers of excellence.
- **Turned the supply chain into a competitive weapon, Global Custom Product (GCP) at 30%+ of revenue:** Commercialized custom headwear and apparel at scale: customers choose fabric, color, and embellishment to create a unique product, helping retailers stand apart. Difficult to duplicate.

- **Created differentiated models to deliver product to market:** Built "Hot Market" light manufacturing (heat seal, direct-to-garment) in DCs and domestic factories for World Series and Super Bowl moments, plus an endless aisle.
- **Modernized supply chain IT and stood up Global S&OP across 120+ countries:** Built the process, tools, rhythm, and executive buy-in; layered Demand Solutions, Project44, and Blue Yonder onto SAP for PO-to-delivery visibility.

MIZUNO | Vice President, Supply Chain

2012 – 2015

- **Delivered a \$40M, 550,000 sq ft distribution and manufacturing facility:** Led design, implementation, and transition of a state-of-the-art operation serving the Americas, consolidating three sites into one, from network and facility design through vendor selection and board approval.
- **Saved \$13M+ in logistics:** Built and led global logistics initiatives across ocean, air, small package, and brokerage; set strategy for each mode and deployed e-sourcing and contract management.
- **Moved 14,000 SKUs out of Asia:** Built Central American sourcing operations, team, and supplier network for quick-turn apparel, shifting production to El Salvador, Honduras, and the Dominican Republic.
- **Cut lead times 30-50% and costs 12% through postponement:** Drove postponement strategy across yarn, fabric, and dyeing operations.
- **Launched a new MRP/DRP platform with S&OP and point-of-sale modules:** Led sourcing and implementation to lift customer fill and service levels; integrated POS data for recommended sales orders and real-time sell-through analysis; added a purchase-order platform with a unified vendor interface and ASN process for end-to-end visibility.
- **Secured Foreign Trade Zone approval:** Led FTZ designation of the facility through the U.S. Department of Commerce, U.S. Customs, and the Georgia FTZ board, plus FTZ software implementation.

YAKIMA PRODUCTS | Vice President, Supply Chain and Operations

2006 – 2012

Promoted from Director to Senior Director to Vice President of Supply Chain and Operations.

- **Cut inventory 18%, direct labor cost 13%, and manufacturing lead times 23%:** Implemented Lean manufacturing, including cellular manufacturing and Six Sigma, across U.S. and Mexican manufacturing and distribution centers.
- **Consolidated three plants into a single operation in China after the acquisition:** Led the manufacturing transition, shutdown, and restructuring across three operating companies, closing factories in Mexico, New Zealand, and the USA, transferring tier-2 suppliers, tooling, and equipment for 45,000+ SKUs, and creating a shared-services footprint in North America.
- **Drove a 7% gross margin improvement through a Private Equity exit:** Led the supply chain through PE ownership exit, optimizing cash and margin to maximize EBITDA through lean manufacturing, SKU rationalization, and core sourcing.
- **Cut overhead 9% and component cost 8.5%, added 4.2 inventory turns:** Built low-cost sourcing and supplier development programs, applied Lean to the supply chain footprint, and led SKU rationalization across major product lines, eliminating low-margin and non-performing SKUs.
- **Delivered \$2.4M in logistics value:** Implemented a best-in-class global logistics network (carrier spend, supplier partnerships, third-party technology); led sister companies through joint LTL, small package, and ocean sourcing and carrier transition; led CTPAT certification, consolidation programs, and customer drop-ship.
- **Stood up Global S&OP:** Implemented S&OP across the organization, building data platforms across disparate operating systems and integrating key customers and contract manufacturers.
- **Lifted fill rates 11%+ and opened four global DCs:** Developed a hybrid global manufacturing, sourcing, and distribution strategy: expanded contract manufacturing, consolidated owned manufacturing, and opened DCs in Rotterdam, Sydney, Auckland, and Shanghai to support global sales growth.

OTHER EXPERIENCE

Honeywell International | American Standard | Johns Manville, a Berkshire Hathaway company

EDUCATION & CREDENTIALS

- **MBA, University of Oregon**
- **BS, Business Administration (Supply Chain & Logistics), University of Tennessee**
- **Six Sigma Black Belt, Honeywell International**
- **Commissioned Officer, U.S. Army**