

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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\$450M→\$2B sales supported **\$72M+** OpEx from M&A **5.4 pts** gross margin **23%** faster lead times

EXECUTIVE SUMMARY

Global supply chain and operations executive who scaled New Era Cap's global operations to support growth from \$450M to \$2B in sales, including international expansion from 10% to more than 45% of revenue. Integrated acquisitions from \$50M to \$600M into one operating model, delivering \$72M+ in OpEx improvement. Built a 15+ country sourcing network and automated distribution for 800,000+ SKUs. Earlier career spans consumer products, building products, chemicals and the U.S. Army. Known for turning complex operating models into clarity, then scaling them.

CORE COMPETENCIES

Strategy & Leadership: Operating Model Design, M&A Integration, Plant Consolidation, P&L and Spend 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, Supply Chain IT & Automation

PROFESSIONAL EXPERIENCE

NEW ERA CAP

2015 – 2026

Vice President, Global Supply Chain

Led 261 people across North America, EMEA, Asia and South America and \$550M in operating spend. Owned distribution, logistics, demand, sourcing, procurement, quality, social compliance, design, manufacturing, trade compliance and supply chain IT.

- **\$450M to \$2B in sales supported; international grew from 10% to 45%+ of revenue:** Re-platformed global distribution across Australia, Mexico, China, New Zealand and EMEA, and built delivery models competitors struggle to copy: Global Custom Product, Hot Market light manufacturing inside distribution, and pack-and-hold postponement.
- **\$72M+ OpEx improvement from M&A integration:** Integrated \$50M–\$600M acquisitions into one supply chain operating model by consolidating sourcing, distribution, global logistics and systems, and applying CBP trade programs. Served on the due diligence team.
- **5.4-point gross margin gain on \$2B in sales, 23% faster lead times:** Directed \$565M in sourcing across 15+ countries; placed new supply in Bangladesh, Kenya and Haiti; built a vertical Tier II raw-material supply chain; implemented CBP-compliant U.S. First Sale and Foreign Trade Zone programs.
- **\$150M distribution infrastructure across five countries:** Consolidated five North American sites into one automated, FTZ-approved site and deployed AutoStore (Europe), Knapp tote-to-person with pocket sortation (U.S.) and Locus robotics (Mexico) for 800,000+ SKUs.
- **E-commerce from zero to 16% of the business at a 99% service level:** Supported 183,000 e-commerce-exclusive SKUs and launched near-shore make-to-order capability inside distribution, now 20% of e-commerce.
- **Supply chain IT modernization, Global S&OP across 120+ countries:** Built the S&OP process, tools and executive cadence; built a supply chain IT ecosystem on SAP (Demand Solutions, Blue Yonder, RFID in manufacturing and DC receiving, project44, Snowflake, Tableau) for one view from purchase order to delivery.

MIZUNO

2012 – 2015

Vice President, Supply Chain

- **\$40M Americas manufacturing and distribution facility:** Consolidated three sites into one; led network and facility design, vendor selection, board approval and Foreign Trade Zone approval.
- **\$13M+ logistics savings:** Set strategy for ocean, air, small-parcel and brokerage spend; deployed e-sourcing and contract management.
- **14,000 SKUs nearshored, lead times cut 30–50%:** Moved quick-turn apparel from Asia to El Salvador, Honduras and the Dominican Republic; yarn, fabric and dye postponement also cut cost 12%.

- **MRP/DRP with S&OP and point-of-sale data:** Implemented planning and PO management platforms with a unified vendor interface and ASN process to raise customer fill and service levels.

YAKIMA PRODUCTS

2006 – 2012

Vice President, Supply Chain & Operations; earlier Senior Director and Director, Supply Chain

- **45,000+ SKUs transitioned across three operating companies:** Led plant shutdowns and restructuring in Mexico, New Zealand and the U.S., moving Tier 2 suppliers, tooling and equipment; created a shared-services supply chain.
- **11%+ fill-rate improvement:** Built a hybrid owned and contract manufacturing model and opened DCs in Rotterdam, Sydney, Auckland and Shanghai.
- **18% less inventory, 13% lower direct labor cost, 23% shorter manufacturing lead time:** Deployed Lean manufacturing and S&OP across U.S. and Mexican operations.
- **7% gross margin improvement through a private equity exit:** Lean, SKU rationalization and core sourcing initiatives; as Director, delivered \$2.4M from a redesigned logistics network and an 8.5% cut in component sourcing cost.

OTHER EXPERIENCE

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

EDUCATION & CREDENTIALS

MBA, University of Oregon, Lindquist College of Business

BS, Business Administration (Supply Chain & Logistics), University of Tennessee

Six Sigma Black Belt, Honeywell International

Commissioned Officer, U.S. Army