

Brad A. Johnson

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"Brad is a dynamic business leader deeply respected by his employees, colleagues, and clients...I admired his energy and ability to focus on products and services, operations, sales, client relationships, and company growth simultaneously..."
<http://www.linkedin.com/pub/brad-johnson/6/852/14b>

STRATEGIST / SUPPLY CHAIN LEADER / ECOMMERCE EXPERT

eCommerce Supply Chain Management/Operations leader with over 20 years of consulting and direct operating experience in helping companies develop, plan and execute strategies to drive innovation, optimize revenue potential, maintain market viability, and exceed investor expectations. Strong developer of teams and people in industry and academia.

Uniquely qualified for strategic business operations roles requiring executive leadership to identify and execute business strategy including building eCommerce supply chains, developing partnerships, launching new offerings and businesses, entering new markets, and leading enterprise-wide growth initiatives. Darden MBA and CPA, including over 8 year's international assignments.

PROFESSIONAL EXPERIENCE

BABSON COLLEGE, Babson Park, MA

Assistant Professor of Practice

2018-Present

Member of the Operations and Information Management department.

- Degree courses:
 - SME 2002 Operations Management
 - OIM 3573 SME Supply Chain Management.
- eTower Advisor; Faculty Co-lead Retail Supply Chain Management concentration, business plan completion judge and advisor
- 2022 Undergraduate Faculty of the Year Award

DOREL INDUSTRIES, Montreal, Canada

2019-Present

Member, Board of Directors

Dorel Industries Inc. has annual sales of US\$2.8 billion and employs approximately 9,200 people in facilities located in twenty-five countries worldwide. The Company operates three distinct business segments: (i) Dorel Furniture, (ii) Dorel Sports, and (iii) Dorel Juvenile.

WAYFAIR, Boston, MA

2010-2018

Vice President

Developed, launched and managed CastleGate Fulfillment, the industry leading fulfillment solution for home goods. CastleGate provides order fulfillment, inventory storage and management, freight pick-up and container induction services, with 6M+ sq ft of fulfillment center space in North America and Europe, and guaranteed 2-day and next-day delivery to customers. With CastleGate, Wayfair suppliers optimize their sales across the Wayfair brands and Wayfair customers benefit from fast and high-quality delivery. Additionally, at Wayfair:

- Built and grew marketplace/channel sales and established Wayfair as the #1 partner or #1 in the home category for sales on Amazon.com, Walmart.com, Staples.com, Sears.com, Rakuten.com, eBay, Best Buy, Tesco, Quill.com and others.
- Developed Wayfair Canada strategy and private label credit card strategies.
- Led the 2013 acquisition of DwellStudio.
- Managed strategic partnerships and alliances.

STRATEGIC ADVISOR

2008 to Present

Partner with clients to identify, plan and execute strategic initiatives to facilitate development of new offerings and businesses by providing a situation-appropriate mix of strategy, consulting and hands-on involvement.

- **Foundry Brands:** Strategic supply chain and operations advisor to a \$100M funded early-stage CPG Aggregator.
- **Stitch Fix:** Strategic Advisor in developing and executing eCommerce operations/supply chain strategy for the \$2 billion leader in online personalized styling.
- **Avanti:** Advisor to this early stage marketplace platform that brings together students with hyper-local services.
- **Candy.com/GreenRabbit.com:** Strategic Advisor in developing and implementing strategy to become the innovative and food safety leader in the online sales, distribution, and fulfillment of candy, snacks, and perishable grocery.
- **Our Generation Speaks:** In partnership with Brandeis University and MassChallenge, Our Generation Speaks is a fellowship program and startup incubator whose mission is to bring together young Israeli and Palestinian leaders through entrepreneurship. Coached "Leaves of Canaan" team that created an herbal tea company that was funded by OGS.
- **Sequoyah A/S:** Developed and executed new business strategies including expanding business into new countries, launching metals reclamation business, building a multi-country on-line ordering system and targeting the sustainability market by promoting a "5th C", "Conflict Free," diamonds and "Green Gold."
- Past member of Massachusetts Technology Leadership Council Entrepreneurship Advisory Board. Pro-bono advisor to early stage businesses and organizations.

INTREPID LEARNING SOLUTIONS, Seattle, WA

2002 to 2007

Co-Founder

Developed strategy, wrote business plan, and raised \$16M funding from 4 venture capital firms and executed the strategy to build leading training and learning business with \$21M in annual revenue and 200 employees in only 48 months, becoming #79 on the Inc 500 list of fastest growing companies. Business sold to Xerox Corporation and VitalSource for \$44M.

- Initiated business development strategy to successfully compete against major industry players IBM and Accenture and secure > \$50M in contracts from F-1000 companies including Boeing, Microsoft and Autodesk
- Led efforts to enter new markets, launch new services and develop strategic partnerships to support the growth of the business
- Built and managed operations including scalable processes and systems for client management, service delivery, operations, and finance. Recruited / developed management team

EMC CORPORATION, Hopkinton, MA

2000 to 2002

Director, Strategic Initiatives

Leveraged newly-acquired MBA to lead eBusiness strategy development for sales and marketing including eCommerce, extranet requirements, and programs that resulted in increased revenues and cost savings. Member EMC Certification Board. Earned the *EMC Markets and Channels President's Award*

POLAROID CORPORATION, Boston, MA 1995 to 1998

Senior Management Executive, Worldwide Sales and Distribution Strategy (1997 to 1998)

Managed \$70M project that restructured global sales and distribution processes, created new customer strategy, reduced cost structure, and prepared company for European monetary union and year 2000.

New European Business Strategy, Glasgow, Scotland/Enschede, The Netherlands (1996)

Design and lead implementation of a new business strategy that drove tens of millions in cost reductions through establishing a shared services center that included order entry, customer service, legal, purchasing and accounting functions. Planned and directed the centralization of 14 EMEA companies into one location, re-engineered processes, and managed the consolidation of German and Nordic subsidiaries

Finance Director, Moscow, Russia (1995)

Acting COO of the new European Division. Built business operations including hired and trained personnel, implemented an enterprise transaction support system, developed business processes, and established a business-planning function. Led the evolution from a small joint venture to a \$200M business during a period of dynamic Russian market change. Contributed recommendations to the Gore-Chernomyrdin Commission to improve Russia's business environment.

KPMG PEAT MARWICK, LLP, London, England / Stamford, CT / Miami, FL 1984 to 1995

Senior Manager

Managed KPMG's service teams that supported Xerox and Ryder Systems' corporate development strategy and market development efforts globally. Regularly presented recommendations and risk alerts to the board of directors of each client company.

- Recruited by PepsiCo to plan and successfully launch soft-drink operations in the Czech and Slovak Republics. Built and managed operations throughout the launch cycle before transitioning business to PepsiCo personnel. Developed and implemented business processes and systems; hired/trained staff
- Coordinated transactions and due diligence, including start-up of a US-Japanese joint venture, \$500M stock offering, acquisitions, and disposal of a \$9B group of financial services (insurance, investment, real estate and credit) companies for Xerox

EDUCATION / CERTIFICATIONS

UNIVERSITY OF VIRGINIA DARDEN GRADUATE SCHOOL OF BUSINESS Administration Charlottesville, VA
Master's in Business Administration, May 2000

ST. BONAVENTURE UNIVERSITY, St. Bonaventure, NY
Bachelor of Business Administration in Accounting - Magna cum Laude, May 1984

CERTIFIED PUBLIC ACCOUNTANT - State of New York