

# BOB BUCKMAN, MBA

Dallas, TX

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## CHIEF OPERATING OFFICER

*Consumer Packaged Goods, Apparel, Technology, Wholesale Distribution*

Technology-centric operations leader known for delivering complex transformational business initiatives with proven results. Formative West Point training and US Army command roles augment deep experience building new capabilities, developing people and restructuring teams to deliver breakthrough performance, quality and cost reductions.

### SKILLS & EXPERTISE

- Supply Chain Strategy
- Customer Service
- Transformational Leadership
- Profit and Loss Management
- Lean Business Systems
- Manufacturing
- Logistics and Distribution
- Information Technology
- Sales & Operations Planning
- Enabling Technology Solutions
- Acquisition Integration
- Customer Initiatives
- Capital Project Management
- KPI Management
- Talent Development

### PERFORMANCE HIGHLIGHTS

- Completed a \$65MM ERP and WMS launch which will deliver \$30MM in incremental annual profit.
- Led a global Sales team restructuring that improved both customer acquisition and retention.
- Reduced cost to serve small accounts by 40% through the startup of Call Centers in 2 different companies.
- Implemented Lean Six Sigma across North America in every Pepsi Manufacturing Plant and Warehouse.

### PROFESSIONAL EXPERIENCE

#### RENFRO CORPORATION

Mount Airy, NC

2019 – 2020

*\$500 Million, Private Equity-owned Global sock manufacturer and distributor with over 2,000 employees.*

#### **Executive Vice President, Supply Chain**

- Led an Operations team of over 1,000 employees in the areas of Supply Chain including Manufacturing, Distribution, Supply/Demand Planning, Global Sourcing, and Quality/Compliance.
- Implemented a Sales & Operations Planning system and restructured team to deliver 25% Inventory reduction.

#### YOUNG'S MARKET COMPANY/YOUNG'S HOLDINGS

Tustin, CA

2014 – 2018

*\$3 billion, family-owned wholesale distributor of wine, spirits and beer in 10 Western states with over 3,000 employees.*

#### **Executive Vice President, Operations**

- Led an Operations team of more than 1,000 employees in the areas of Supply Chain, Information Technology, Customer Service, Wholesale Store Operations and Procurement.
- Collaborated extensively with an Executive Leadership Team on a 4-year transformation focused on tripling Net Income. Represented key business functions: Sales, Commercial, Client Services, HR and Finance.
- Led a 2-year company-wide \$65MM Oracle ERP and Manhattan WMS project in collaboration with Operations team, all company business functions and over 100 subject matter experts.
- Developed and led the company-wide Annual Leadership Conference which has become a critical part of engaging the top 250 leaders in the company in a continuing transformation.

#### REACHLOCAL

Dallas, TX

2012 – 2014

*Global technology company that helps local businesses reach more local consumers online.*

#### **Global Vice President, Sales Operations**

- Led Sales Operations team to ensure all Sales Channels operated at peak efficiency and effectiveness.
- Partnered with IT to build system-wide CRM capability using Salesforce.com.
- Built the Sales Information Systems team including sales reporting, sales commission design and administration
- Drove 10% month-over-month growth by implementing new Global Customer Acquisition model.

- Produced a 25% productivity improvement through new processes and workflows enabling directed sales activity with teams in India and the US providing qualified prospects for over 300 sales people.

**DEAN FOODS**

**Dallas, TX**

**2009 – 2012**

*Largest US dairy company operating over 200 facilities and the most extensive refrigerated Direct Store Delivery system.*

**Vice President, Sales Operations**

- Generated over \$10 million in new business opportunities and provided business intelligence to improve the effectiveness of future new business process by developing a Sales Lead Generation process in Salesforce.com.
- Led Sales Operations team providing effective and efficient customer replenishment.
- Partnered with IT to build system-wide capability to interface with customer systems.
- Oversaw Sales Information Systems including sales reporting, customer master data, and item master data

**PEPSICO**

**Somers, NY**

**1987 – 2009**

*Multinational food, snack and beverage company with over \$63 billion in revenue and over 263,000 employees.*

**Headquarters Senior Director, Supply Chain North America**

- Achieved \$110M in operational savings against a \$1.2B budget via structural re-organization, technology integration, and process infusion that elevated productivity while deferring Capital investment.
- Led a team of 8 responsible for overall strategic planning and technology support for 325 distribution centers and 15,000 employees.
- Produced over 1 billion cases of product as chief supply chain architect while driving all facets of selling, delivery, and merchandising.

**PRIOR EXPERIENCE**

**PEPSICO**

**Pleasanton, CA | Atlanta, GA | Orlando, FL**

*Leading manufacturer of beverages, snacks, cereals and other food products, distributed to over 200 countries worldwide.*

**Business Unit Director, Sales Support | Plant Manager | Distribution Manager**

- Developed first automated Materials Requirement Planning process in PepsiCo manufacturing system.
- Implemented TPM/Lean Manufacturing concepts across plant. Drove 20% productivity gain primarily through waste elimination.

**MICHELIN TIRE COMPANY**

**Lexington, SC**

*The world's second largest tire manufacturer based in Clermont-Ferrand, France.*

- Led high-speed passenger tire manufacturing team and renewed major contracts with key Automobile producers

**UNITED STATES ARMY**

**Fort Sill, OK | Athens, Greece**

*The land warfare service branch of the United States Armed Forces. One of the seven uniformed services of the US.*

**Battery Commander | Assistant Battalion Supply Officer**

- Promoted ahead of peers as a First Lieutenant to Battery Commander.
- Supported Greek Air Force Logistics in Eastern Europe

**EDUCATION**

- M.B.A. (Masters Business Administration), Management, *Oklahoma City University* | Oklahoma City, OK
- B.S. (Bachelor of Science), Engineering/Computer Science, *United States Military Academy* | West Point, NY

**PROFESSIONAL AFFILIATIONS**

- Member of USC Board of Counselors, Marshall School Master of Business for Veterans
- Certified Fundamentals of Engineering (FE) / Engineer in Training (EIT)
- Council of Supply Chain Management Professionals
- APICS Association for Operations Management