

CLIFF REUTER

BUSINESS EXECUTIVE & LEADER: PRODUCT CREATION AND MANUFACTURING EXPERT - FOOTWEAR AND EQUIPMENT

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Effective business executive/leader who builds highly effective teams, while coordinating/managing the product innovation; development; commercialization and mass production process to create high performance, innovative product on a seasonal basis. Consistently exceeds corporate business goals, while building strong long-term working relationships and partnerships.

PROFESSIONAL EXPERIENCE (timeline)

BATA GROUP – HEAD OF APAC SOURCING AND CHINA FW SERVICES (VP LEVEL): 4/1/2024 - PRESENT

UNDER ARMOUR – SENIOR DIRECTOR GLOBAL FOOTWEAR SOURCING: 6/2/2020 – 12/31/2023

UNDER ARMOUR - ACCOUNT DIRECTOR CHINA & VIETNAM (GM LEVEL): 1/1/2019 – 6/1/2020

UNDER ARMOUR – SENIOR DEVELOPMENT MANAGER (DIRECTOR LEVEL): 1/9/2017 – 12/31/2018

503 CAPITAL MANAGEMENT – VICE PRESIDENT OF OPERATIONS: 9/2/2015 – 1/8/2017

NIKE INC., CHINA, THAILAND, KOREA, AND USA (Head Quarters – Beaverton OR): 9/30/1991 – 9/1/2015
Hardgoods (Baseball, Basketball, Football, GFB) Equipment Product Development Director: 12/1/2010 – 9/1/2015
Women's Training Footwear Development Director: 7/2/2008 – 11/30/20010
Kids Footwear Development Director: 7/2/2005 – 7/1/2008
Running Category Team Leader (Korea): 6/2/2001 – 7/1/2005
Running Category Team Leader (Thailand): 1/2/1999 – 6/1/2001
Production Manager (Guangzhou, Putien, Fuzhou, Thailand): 3/1/1994 – 1/1/1999

Head of Supply Chain Asia Pacific & Head of China Footwear Services Product Creation Center (posting in Guangzhou China)

Two positions/leadership responsibilities - both reporting to the Chief Supply Chain Officer in Singapore.

1. Head of China Footwear Services (report to Chief Supply Chain Officer): Leading a Team of 88 CFS staff in a full-service product creation operation. Responsible for successfully creating and implementing Footwear Innovation performance concepts; new and existing Materials Development and Management (both upper and bottom materials); Product Development; Costing; Order processing/management, Logistics and Product Delivery. Position also collaborates with other Global Departments including Sustainability & Compliance and Product Quality Assurance. Service five global regions, (Europe; Africa; Latin America; India and Asia Pacific), and all Operational Companies/Countries within each region. Director and Chairman of the CFS Board of Directors.
2. Head of Supply Chain - Asia Pacific (report to the President of APAC): Operate/manage a synergistic Supply Chain by leading Product Development (Innovation and Inline); Product Engineering and Commercialization; plus implementation and alignment of Supply Chain Strategies across all the Regional Operational Companies in China, Bangladesh, Pakistan, Thailand, Malaysia and Indonesia. Lead/coordinate the end-to-end regional Footwear and Accessories supply chain operations, including sourcing, procurement, manufacturing, development, planning and logistics. Director on Board of Directors Bata Shoe Company Ltd. – Bangladesh.

Under Armour Senior Director Footwear Sourcing – Asia Pacific (posting in Hong Kong)

- Create and execute the Footwear Sourcing Strategy, while monitoring and managing vendor performance via quarterly scorecards and reviews; seasonal FOB quotations; UA-Team factory performance reviews; and other related tools
- Lead a high-performing APAC Team comprised of both expatriates and local staff, and providing guidance and leadership to maximize their potential and develop their skill levels to successfully meet or exceed all Corporate strategies; goals and expectations
- Manage the Footwear Asia Pacific functional departments/Teams including Footwear Costing; Production Planning; Engineering; Account Management and Connected Fitness to drive key Under Armour initiatives and create high performance-highly crafted product, while consistently delivering operational excellence

- Drive key initiatives across our vendor base such as Virtual Sampling; Sustainability and Compliance; New and/or enhanced processes around consistently Building high performance Teams and Product
- Build and maintain solid partnerships and relationships with all UA vendors, to maximize those assets to create best in class footwear strategies and product for all Global Regions

Account Director – Under Armour China and Hanoi Vietnam (posting in Guangzhou China)

- Manage the Under Armour Footwear Factory Base (13) and the Under Armour Staff in China and Hanoi Vietnam. Responsibilities include;
 - Product Development; Production Planning/Sourcing; and Product Deliveries
 - Collaborate with product Innovation Team to support the successful creation/implementation of FW Innovation Concepts
 - Partnering with the Quality Assurance Team to insure product quality expectations are consistently met
 - Partner with the Materials Team to insure only UA approved mats are procured and used in UA Ftwr
 - Partner with the Costing Team to insure that seasonal Target FOB/Margins are consistently met
 - Manage the UA Account Management Teams in China and Hanoi, in addition to managing the UA Liaison office in Guangzhou (over 100 total employees)

Footwear Product Development Manager for Running Category – Under Armour:

- Create Under Armour Running Product from the \$160 high-performance to the \$65 high-volume price-point Footwear
- Manage the Running Footwear Product Development Team at UA PDX and accountable for;
 - Creating high performance Running Product
 - Meeting Team Costing, Engineering and Design Creation expectations
 - Hitting category confirmation deadlines for commercialization and mass production on time

VP of Operations – 503 Capital Management: Responsible for Managing 5 business in 4 industries (during 1 Year Nike Non-Compete agreement):

- Centro Chiropractic of Oregon: Fastest growing chiro business in Oregon (8 clinics). \$4.8 Million in annual rev.
- Central Auto Body: Expanding auto-body business with 3 locations in Oregon, (clients include Progressive; State Farm; All State Insurance co's; Enterprise; Budget; Avis Rental Car Agencies). \$4.5 Million in annual rev.
- Garner Electric of Washington and Oregon (Great West Electric of Oregon): 3 businesses worth \$11 Million in annual revenue
- Caliber Homes: Home Building for retail price ranges from \$380k - \$2.5m (both custom and sub-division homes)
- Barton Construction: Home Finishing business for residential homes and commercial office space. \$2.4 million in annual revenue
 - Responsible for continuing to build a solid team of currently 350+ employees across 5 different businesses including Human Resource responsibilities, recruiting and hiring
 - Responsible for process improvements/enhancements to increase productivity, efficiency and profitability

Nike Hardgoods Equipment Product Development Director:

- Lead the largest Product Development team (16) in supporting a U.S. \$350 Million dollar revenue business
- Aligned with the Nike Innovation and In-line Product Creation Teams to create and deliver Industry changing product across Baseball, Basketball, Football and Global Football
- Drove the Global Supply Planning strategy in order to establish a sourcing base that meets the Innovation, performance and costing requirements of Nike's Hardgoods EQ business.
- Increased headcount by 4 people (including 1 additional headcount in the GZ NLO) and T&E budget within 3 years to meet Nike's Equipment growth needs
- Realigned team structure to better address/meet evolving business requirements, which includes adding an Operations Manager position and a Product Engineering Manager to the Team.

Footwear Development Director – Nike Women's Training Footwear Division:

- Led a product creation team that represents U.S. \$350 million in revenue per annum.
- Led the Product Creation team and process to establish Franchise models for the Women's Training Footwear Business which included the Women's Trainer TR (still in the Women's Training Footwear line).
- Aligned with the Nike Innovation and In-line Product Creation Teams to create and deliver Industry changing product across the entire Women's Training Footwear line on a seasonal basis.
- Responsible for category success with various Nike initiatives including Factory Direct Development; Shared Product Creation; C2C and Digital Creation; Considered.
- Worked closely with the Product Management and Product Design Teams to address the industry changing toning initiative thru use of proven/tested Nike product concepts (i.e. Nike "Free")

Category Development Director/Footwear Development Director – Nike Kids Footwear Division:

- Managed one of the largest development teams in Nike Footwear (8 Footwear Developers).

- Drove Business and Category initiatives such as the Kids Nike League of Champions, Ndestrukt, and Clubhouse product lines; the Kids Lean Process Pilot Program; the Kids Lean Digital Creation and Virtual Sample Initiative; the Kids Best Practices and Product Engineering/Performance Benchmarking for the Kids Consumer.
- Establish a sustainable and successful process for the implementation of Virtual Sampling. Ensure that the Kids Team is successfully and consistently meeting corporate expectations for Virtual Sampling and Factory Direct Development on a seasonal basis.
- Became a key driver with Nike's 2X4 Product Creation Calendar and the 15 month Closer To Consumer Product Creation processes, and successfully adapted these Gates/Dates to the Kids Business.
- Manage an 800 million dollar business with an FY'08 target to grow to 1 Billion in revenues.
- Maintain Kids position within the top 3 position in Nike Footwear on the Corporate Sustainability scorecard.

Category Team Leader – Nike Thailand and Nike Korea:

- Manage a team of Developers and Development Coordinators to facilitate the Creation of Nike's most expensive, highly technical Running Footwear Prototype samples.
- Coordinate and facilitate the Product Creation process throughout 7 Departments in 3 countries so that Running Samples are completed and delivered at all Critical Gates and Dates checkpoints.
- Schedule and attend all Product Rollout meetings at the beginning of each Season, and help to facilitate the smooth transfer of initial design information from Nike Head Quarters to Nike Korea.
- Work with 7 departments to facilitate the smooth transition of "confirmed" tech package information from Korea to our offshore manufacturing operations in Qingdao and Vietnam.
- Assist with and facilitate all Development and Production transfers from offshore countries to Korea, Qingdao, Vietnam, Thailand and Indonesia.
- Worked with a Developer and Engineering Department to help facilitate the creation of projects in Nike's Track and Field program, which is deemed by all to overall be the number 1 Track and Field program in the world.

Production/Manufacturing Manager – Nike China and Nike Thailand:

- Worked with various high volume Tier-1 Nike Strategic Factory Partners (some representing monthly footwear orders of 950k per month) to insure on time delivery of footwear built to Nike specifications and quality standards.
- Responsible for managing a team which consisted of a Nike Production Admin and multiple Nike quality inspectors, and coordinating their efforts to insure timely delivery of high quality product.
- Also assigned as Nike's B-Grade and Overrun Coordinator for Nike Southern China.
- Responsible for overseeing the entire Fuzhou manufacturing operation (representing roughly 1.5 million pair per month), which totaled 4 footwear factories, 1 additional manufacturing manager, and 12 Nike inspectors.
- Assigned the "Health and Safety Coordinator" position for Nike Southern China and Nike Thailand, which encompassed periodic safety checks at all factory operations, establishing health and safety policies and procedures at these factories as directed by Nike headquarters, and
- Assigned the Inspector Coordinator position for Nike Southern China.

FORMAL EDUCATION

Bachelor of Arts – Business (Operations and Materials Management), Portland State Univ., Portland, OR

Associate of Arts in Business Administration, Portland Community College, Portland, OR

PROFESSIONAL DEVELOPMENT

Stanford University Graduate School of Business (Managing Teams for Innovation and Success program)
 Line of Site Financial Training for Non-Financial Analysts
 Nike Shoe Manufacturing School
 Nike Coaches Clinic: Maximizing Employee Performance
 Nike Product Creation University
 Situational Leadership 1 & 2
 Managing to Win
 Coaching to Win

PERSONAL INTERESTS

Enjoy running, soccer, basketball; fishing; hunting. Have enjoyed coaching youth football, soccer, basketball, and baseball (from 3rd grade thru High School levels).