

Cruz Pierce

Senior Director of Procurement, Packaging and International

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STRENGTHS

- ♥️ **Resilient sourcing**
When supply risks surfaced, built alternate source plans and capacity visibility so operating teams could act earlier.
- 👥 **Executive partnership**
Turned category analysis into clear commercial choices, helping leaders weigh cost, cash flow, quality, growth, and risk.
- 🎓 **Team development**
Coaching, rotations, and succession planning strengthened leadership depth, while category managers gained confidence with complex decisions.
- 💡 **Supplier innovation**
Supplier reviews became working sessions for quality, innovation, continuity, and sustainability rather than routine status meetings.
- 📌 **Category discipline**
Should cost analysis, market intelligence, and contract structure brought steadier decisions during volatile commodity and packaging cycles.

SKILLS

Procurement Strategy

Packaging Sourcing

International Sourcing

Category Management

Strategic Sourcing Negotiation

Contract Strategy

Supplier Management

Commodity Management

Ingredients Procurement

Indirect Services Supply Continuity

SUMMARY

Senior procurement executive with 15 years of **CPG** sourcing and supply management experience, including more than nine years leading teams and category organizations. Career ownership spans **global packaging**, ingredients, commodities, indirect services, **category management**, strategic negotiations, contracting, supplier relationships, and **physical supply continuity**. Builds long range sourcing strategies that balance cost, cash flow, quality, sustainability, innovation, and risk across domestic and international networks. Executive partnership has supported commercial planning, governance, digital procurement adoption, supplier performance, and business resilience. Leadership of organizations exceeding 30 professionals includes succession planning, coaching, rotational development, and capability building. Background in packaging sustainability, regenerative agriculture sourcing, commodity volatility management, quality governance, and compliance can help strengthen resilient procurement results.

EXPERIENCE

Vice President, Strategic Procurement

Blue Ridge Consumer Brands 📅 January 2022 - Present 📍 Cincinnati, OH

Leads a 34 person procurement organization supporting packaging, ingredients, commodities, and indirect services across domestic and **international** CPG supply networks. Connects category strategy, executive decisions, digital adoption, talent development, supplier governance, and business resilience.

- Directed a 34 person procurement team across packaging, ingredients, commodities, and indirect services for CPG brands.
- Established multi year category strategies linking sourcing decisions with growth, working capital, quality, resilience, and **sustainability**.
- Led negotiations for corrugate, flexible **packaging**, resins, sweeteners, oils, and business **services** during volatile commodity cycles.
- Built supplier governance covering innovation, **quality**, continuity, capacity visibility, and executive business reviews for earlier risk signals.
- Expanded digital sourcing, **spend analytics**, contract workflow, and supplier risk tools through role based procurement training.
- Developed succession plans for category directors and managers through coaching, rotations, and capability assessments.

Senior Director, Procurement

Harborstone Foods 📅 July 2018 - December 2021 📍 Louisville, KY

Led packaging and ingredient procurement across multiple food categories, coordinating category managers, supplier strategies, sustainability programs, risk reviews, negotiations, and governance. Connected commodity intelligence with production continuity and annual operating plans while developing future procurement leaders.

- Led **packaging** and ingredient procurement across primary packaging, secondary packaging, agricultural inputs, and manufacturing **services**.
- Created sourcing roadmaps combining commodity outlooks, supplier capacity, specifications, and demand scenarios for production continuity.
- Negotiated agreements with converters and ingredient suppliers using should **cost** analysis, indexed pricing, and risk sharing.
- Launched packaging sustainability workstreams with R&D, quality, operations, and suppliers for recyclable material options.
- Formalized supplier risk reviews covering financial health, geographic concentration, raw material exposure, quality, and contingency options.
- Coached category leaders on **negotiation** planning, stakeholder alignment, contract discipline, **policy adherence**, and talent development.

Director, Global Sourcing

Northfield Pantry Products 📅 March 2015 - June 2018 📍 Indianapolis, IN

Supplier Innovation Sustainability

Risk Management

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



- Vice President, Strategic Procurement at Blue Ridge Consumer Brands (4.8 Years)
- Senior Director, Procurement at Harborstone Foods (3.4 Years)
- Director, Global Sourcing at Northfield Pantry Products (3.2 Years)
- Procurement Manager, Packaging and Ingredients at Cedar Valley Nutrition (3.7 Years)

Managed strategic sourcing for packaging, commodities, ingredients, and selected services supporting North American plants and international operations. Combined market intelligence, supplier qualification, commodity risk routines, and scorecard governance to protect supply lanes and **commercial performance**.

- Managed strategic sourcing for packaging, **commodities, ingredients**, and services supporting North American plants and international operations.
- Built category plans using spend segmentation, market intelligence, demand forecasts, and supplier capability reviews.
- Directed competitive bids for cartons, labels, films, resins, cocoa inputs, and logistics **services**.
- Introduced commodity risk routines combining market monitoring, contract timing, inventory, and alternative source readiness.
- Partnered with commercial and operations leaders on supplier qualification, regional sourcing, and service requirements.
- Strengthened supplier scorecards integrating quality, delivery, innovation, sustainability, and commercial measures into quarterly reviews.

Procurement Manager, Packaging and Ingredients

Cedar Valley Nutrition 📅 June 2011 - February 2015 📍 Grand Rapids, MI

Managed packaging and ingredient sourcing for a growing consumer nutrition portfolio, progressing from tactical buying into category ownership and supplier negotiations. Built foundational planning, continuity, reporting, and packaging optimization practices with legal, quality, finance, operations, engineering, and suppliers.

- Managed **packaging** and ingredient sourcing for a growing consumer nutrition portfolio and manufacturing network.
- Developed annual sourcing plans for cartons, labels, bottles, closures, films, sweeteners, and functional ingredients.
- Negotiated purchase agreements with suppliers while coordinating legal, quality, finance, and operations reviews.
- Improved continuity planning by documenting alternate suppliers, lead times, order constraints, tooling, and qualification requirements.
- Supported packaging redesign with **engineering** and suppliers, balancing cost, line performance, product protection, and sustainability.
- Built recurring spend, contract, and supplier performance reporting for clearer category exposure and sourcing priorities.

PROJECTS

Global Packaging Resilience Program 📅 2024

Created an enterprise framework for packaging continuity, supplier capacity visibility, quality reviews, contingency planning, and executive risk decisions across international supply lanes.

Digital Procurement Adoption Program 📅 2023

Expanded sourcing workflows, spend analytics, contract processes, and supplier risk visibility through common practices, role based training, and leadership adoption.

Sustainable Packaging and Agriculture Initiative 📅 2020

Connected packaging material reduction, recyclability, responsible sourcing, and regenerative agriculture priorities with supplier collaboration and cross functional commercial planning.

LEADERSHIP & AWARDS

- Executive mentor, CPG Supplier Diversity Mentoring Program, supporting supplier growth and procurement leadership development.
- Participant, Institute for Supply Management Procurement Leadership Forum, contributing senior sourcing perspective and peer learning.
- Leadership sponsor, procurement succession planning and capability development across category management teams.

EDUCATION

Master of Business Administration

University of Cincinnati 🎓 GPA: 4.0 📅 2014 📍 Cincinnati, OH

Coursework: Strategic sourcing, supply chain management, financial analysis, organizational leadership

Bachelor of Science in Supply Chain Management

Michigan State University 🎓 GPA: 4.0 📅 2011 📍 East Lansing, MI

Coursework: Procurement strategy, logistics management, operations planning, supplier relations

CERTIFICATIONS

- Certified Professional in Supply Management 📅 2016
- Master of Business Administration 📅 2014

TECHNICAL SKILLS

- **Procurement Management:** Category management, strategic sourcing, commodity management
- **Packaging Materials:** Corrugate, flexible packaging, resins
- **Food Ingredients:** Sweeteners, oils, cocoa inputs
- **Contracting Methods:** Indexed pricing, should cost analysis, risk sharing
- **Supplier Governance:** Supplier scorecards, executive reviews, corrective actions
- **Supply Continuity:** Capacity visibility, alternate sources, contingency planning
- **Sustainability Programs:** Recyclability, material reduction, responsible sourcing
- **Agriculture Sourcing:** Regenerative agriculture, agricultural inputs, responsible sourcing
- **Digital Procurement:** Digital sourcing, spend analytics, contract workflow
- **Risk Management:** Commodity volatility, financial health, geographic concentration
- **Quality Management:** Quality reviews, specifications, supplier qualification
- **Leadership Development:** Succession planning, coaching, rotational assignments

PROFESSIONAL AFFILIATIONS

- Institute for Supply Management, Procurement Leadership Forum participant.
- CPG Supplier Diversity Mentoring Program, Executive Mentor.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST