Fashion in Focus Symposium
Speaker/Panelist Bios
(in order of appearance)

➢ **Aydin Alptekinoğlu** is the CSCR® Research Director, is an Associate Professor of Supply Chain Management and Robert G. Schwartz University Endowed Fellow in Business Administration at Penn State’s Smeal College of Business. He holds a Ph.D. in Operations Management from the UCLA Anderson School of Management.

Alptekinoğlu's broad research interest is in product strategy. In particular, he studies product variety management, assortment planning, (mass) customization of goods and services, retail returns, pricing, and other aspects of product strategy that lie at the interface of operations and marketing.

Currently, Alptekinoğlu is teaching a capstone course to Smeal seniors majoring in supply chain management, and a Ph.D. course on the tools (e.g., discrete choice theory) and topics (e.g., product variety management) that make up the operations-marketing interface research.

➢ **Steve Tracey** is the current executive director for both the Center for Supply Chain Research (CSCR®) and Penn State Executive Programs and is a Professor of Practice for the Supply Chain and Information Systems Department within Smeal College of Business. In Tracey’s CSCR® leadership role, he is responsible for the vision of one of Smeal’s premier research centers as an ambassador and spokesperson for supply chain activities at Penn State. During his tenure as executive director, he has elevated the CSCR® sponsor partnerships with both public and private sector organizations representing over $2.5T in private sector revenue.

As executive director of Penn State Executive Programs, Tracey leads an elite team of internationally recognized faculty, researchers, consultants, authors and thought leaders offering individuals and organizations deep expertise, relevant content, and effective learning models across multiple areas of focus with particular emphasis on leadership and strategy, general management, and supply chain.

As a Professor of Practice in Supply Chain Management in the Supply Chain and Information Systems Department within the Smeal College of Business, Tracey delivers curriculum reflecting his extensive background in operations and finance to Smeal undergraduate and graduate students. He also connects with broad industry and public sector audiences through his teaching in Penn State Executive Programs and representing CSCR® at industry events and conferences.

Tracey has a diverse global background directing operations with full P&L responsibilities in more than 14 countries and is considered a commodity market expert in the textile industry. Prior to joining Penn State, Tracey was the senior vice-president of Global Supply Chain at Standard Textile Company, the world’s largest marketer and manufacturer of institutional textiles.

Tracey currently serves on both the West Chester Protective Gear and StoryTeller Fx Boards of Directors. and is also an active member of ISM, ASCM (formerly APICS), and CSCMP. He is a retired U.S. Army officer, serving from 1986 to 2002, both in active duty and reserve positions.

Tracey earned his B.S. in Finance from Penn State, and an M.B.A. from Duke University.

➢ **Karina Krulig** is an accomplished business leader with more than 15 years of experience in the areas of strategy and innovation across a variety of industries, will be our keynote speaker. Krulig is currently the vice president of Corporate Strategy at VF Corporation, a lifestyle apparel company with a portfolio of brands that includes Vans, The North Face, Timberland and Dickies, amongst others. In this role, she leads a team responsible for foresight and long-term strategy development, as well as the translation of
those strategies into short term, integrated actionable plans. She oversees Enterprise Risk Management, manages the allocation of investment resources for critical strategic priorities, and is a member of the Corporate Development and Growth Platforms teams that identify and activate new growth opportunities for VF.

Before joining VF, Krulig held a variety of strategy and innovation roles at NewEdge, an innovation and design agency, and at Standard Textile, a leading vertically integrated provider of institutional textiles to the healthcare and hospitality industries. She started her career in management consulting at Arthur D. Little.

Krulig holds a BA in Economics, summa cum laude, from Tufts University, and an MBA from the Massachusetts Institute of Technology Sloan School of Management. She splits her time between Denver and Miami, where she lives with her husband and two teenage children.

➢ **John Deputato** is President of the US Apparel Practice at The NPD Group, Inc., leading a team that includes client development, business development, and industry analysis. John joined NPD in 2010 to establish the analytics function across NPD’s multi-industry organization. During that time, he created the strategic direction and analytics product platforms for the company. John has over 30 years’ experience in CPG marketing and market research. Deputato has held executive CPG marketing positions with leading manufacturers and worked on brands such as Old Spice, Stetson, Woolite and Airwick. On the vendor side, Deputato spent almost a decade at IRI where he was the lead executive for major health, beauty, and personal care clients. John’s extensive knowledge in strategic planning, account management, analytics, and category management applications are a strong asset to The NPD Group.

➢ **Diane Garforth** is the Senior Director of Supply Chain Systems and Operations at David’s Bridal. A supply chain operations person at heart with years of IT experience, Garforth is known for her innovative yet practical solutions that leverage the knowledge gained in each position she has held.

➢ **Arvind Rangaswamy** is the Jonas H. Anschel Professor of Marketing. He joined Penn State in 1993 and was a faculty member at the Wharton School, University of Pennsylvania and at the J.L. Kellogg Graduate School of Management, Northwestern University. He is a Fellow of the IC2 Institute, an IBM Faculty Partner (2000-2001), and is the Chair of the e-Business Section of The Institute for Operations Research and the Management Sciences (INFORMS). He is also the Research Director of the eBusiness Research Center at Penn State, and the Program Director for Electronic Markets and Marketing Information Systems and a member of the Advisory Board of the Institute for the Study of Business Markets (ISBM) at Penn State. Dr. Rangaswamy has also consulted for several leading companies in the areas of sales force management, marketing research, and e-Business. His recent consulting and speaking engagements have been at such companies as AT&T Wireless, Bristol-Myers Squibb, Cigna (Intracorp), DuPont, IBM Global Services Division, SAP Americas, Syngenta, and Unisys.

He has published numerous professional articles on marketing analytics and online marketing, and has co-authored a book titled Marketing Engineering, which is widely used as a textbook in business schools around the globe. He is an Area Editor for Marketing Science and serves on the editorial boards of several other leading journals. He has also consulted for several companies in the areas of marketing, marketing analytics, and e-Business. His recent consulting engagements have been at such companies as Abbott Labs, ImpactRX, J.D. Power Associates, Pfizer, Xerox, and Unisys. He is a Fellow of the IC2 Institute and was an IBM Faculty Partner (2000-2001). He is a Principal and co-founder of DecisionPro, Inc., a State College, PA, company that develops practical leading-edge analytical approaches to address common marketing problems. He serves on the advisory boards of M-Factor and Segmedica.
➢ **Barruch Ben-Zekry** is the Senior Director of New Business Models. Barruch built and runs a program that works with VF teams globally across all Brands and regions to 'stand up' user-centric, purpose-led businesses and ecosystems throughout and alongside VF Brands. He works in close partnership with VF Brands, startups, investors and others to make it happen. The team is also charged with infusing a more user-centric, design-oriented, entrepreneurial culture in the teams we work with.

➢ **Dan Guide** is the Smeal Chaired Professor of Operations and Supply Chain Management. He joined the faculty at the Smeal College of Business in the fall of 2002. He was a visiting research fellow at INSEAD (2001-2003). His research has appeared in numerous academic and managerial journals, including Management Science, Manufacturing & Service Operations Management, Production and Operations Management and Harvard Business Review. Professor Guide has been a guest editor for feature issues of California Management Review (46(2)), Interfaces (33(6)) and Production and Operations Management (15(3&4)) devoted to closed-loop supply chains. His research has been supported by grants from the Carnegie Bosch Institute and the National Science Foundation. He also regularly works with global organizations (including the US Navy, Hewlett-Packard, Robert BoschTools, Cisco and Pitney Bowes, Inc.) on a variety of closed-loop supply chain problems. He was co-EIC of the Journal of Operations Management from 2011-2017. Professor Guide was named as a Fellow at the Production and Operations Management Society in 2019. He is also the Academy of Management, Operations and Supply Chain Management Division, Distinguished Scholar, 2018.

Professor Guide's research is focused on the development and control of closed-loop supply chains, time-based models for commercial product returns, remanufacturing, sustainable operations and producer responsibility legislation.

➢ **Letitia Webster** joined MDCP in 2019 as a Partner and Chief Sustainability Officer and is responsible for the oversight, monitoring, and implementation of sustainability initiatives at the fund and portfolio company levels. Webster has an extensive background in the highest ranks of corporate sustainability. She most recently served as the Global Vice President of Sustainability and Head of Purpose for the VF Corporation, the Fortune 500 parent company of worldwide brands such as The North Face, Timberland, Eagle Creek, and numerous others. She was the architect of VF’s Made for Change strategy, the cutting-edge sustainability strategy that will drive business model innovation and transformational impact across the portfolio and apparel sector. Webster led the development of the first-ever enterprise-wide Purpose and Guiding Principles for VF, driving business category expansion and uniting the portfolio in a unified vision for the future. Prior to VF Corporation, Webster spent twelve years at The North Face as a Senior Director of Marketing where she focused on strategic marketing, sustainability, and outdoor participation.

Webster began her career at Sheep Mountain Alliance, a grass roots citizen organization dedicated to preserving the natural environment in Southwest Colorado. She received a BA from Bowling Green State University and an MBA from Pinchot University.