

Christopher M. Wehan

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SUMMARY OF QUALIFICATIONS

- A 12-year career spanning across the product lifecycle from research, ideation, development, line management, brand development, supply chain, sales, and warranty, has allowed me to develop the skills and cross-functional empathy needed to succeed and drive results in a fast-paced consumer-focused product brand.
- Product & Brand Management Highlights – Venge ViAS Bicycles Family, Diverge Bicycle Family, Allez Sprint Bicycle Family, Roval Carbon Road Wheels
- Supply Chain Highlights – S-Works 7 & SW Exos Road Shoes Launches, Specialized Helmet line refresh with Angi and MIPs, Spring 2019 Apparel Launch, Partial Shoe line factory transition (China to Vietnam)

WORK EXPERIENCE

Specialized Bicycle Components, Morgan Hill, CA. May 2011 to Present

Supply Chain Manager & Procurement, Global Equipment; May 2017 - Present

- Managing a team of eight globally dispersed supply chain professionals; with a collective responsibility for delivering products, from over 30 vendors across seven countries resulting in revenues of roughly +\$300 million.
 - Lead the reorganization of the Equipment supply chain team to create role clarity and ownership while driving accountability for on-time production.
 - Solely managing the supply chain for apparel, shoes, and helmets.
 - Currently leading the onboarding of a new shoe factory in Vietnam, to diversify the SBC supplier base and reduce the risk of China production.
- Develop an NPI product timeline, for Specialized EQ development teams, with cross-functional stakeholders, focusing on lifecycle management, on-time production, and release to retail milestones.
- Contributing member of a cross-functional team of product management, merchandising, and global marketing reviewing the upcoming product line and NPI timelines.

Global Supply Planner, Bikes; September 2016 – May 2017

- Collaborated with the Dir. Global Planning to establish the function and initial goals of supply planning at Specialized.
 - Led global supply planning for 22 subsidiaries and distributors, accounting for more than \$700 million in revenue.
 - Developed and implemented a system and procedures for allocations of capacity constrained products and limited edition launches, while documenting significant successes and failures for continuous improvements.
 - Implemented a communication plan for supply planning and global demand planning to share and collaborate on product information.
- Built and guided the executive team through the monthly bike inventory SOP slides, focusing on potential NIL inventory issues and product transfer opportunities to reduce global lost sales.
- Partnered with bike product managers and merchandising to facilitate product transitions strategies and maximize NPI launches.

Senior Road Product Manager, High-Performance Road; November 2014 – September 2016

- Collaborated with the Director of Road, to execute a strategic business vision for Specialized road business; \$250million in revenue.
 - The focus was on improving revenue & gross margin through new product introductions, creating an improved product lifecycle management process and shortening the new product development timelines.
 - Collaborated with global sales leads and merchandising teams to ensure a well-rounded vision for all road product categories and launch strategies.
- Product management lead for Specialized Road Bikes and Roval Wheels; managing a cross-functional team of engineers, graphics designers, industrial designers, and product developers too; ideate, develop, and launch new products.
 - 2016 Major product launches included the Venge Vias platform, Allez Sprint, and Roval CLX 60 wheels.
- Managed a team of three product managers, working across all categories of the road product business.
 - Primary goals were to mentor and develop product management talent, drive accountability and ownership of decision making, and create a collaborative and transparent team structure.

Road Product Manager, Performance Road, and Core Bicycles; May 2011- November 2014

- Led the strategic vision, development, line planning, and introduction of two new product families in three years and the transition out of two families of products.
 - The Diverge Family of bikes and the Gravel / Open Road category, which has grown to the third largest revenue contributor to Specialized Road business.
 - Roval Carbon Road wheels, which has grown revenue double digits, for six years and has grown to the fourth largest equipment business.
- Managed the go to market for the re-launch of Roval Road Wheels; with the goals of developing short term activations and a long-term strategy around establishing a premium market position, and a robust product roadmap.
- Lead product presentations to global media, domestic dealers, and international dealers at 6 – 10 events a year.
- Responsible for rider research, product brief creation, and tracking market sales KPIs and reporting back during global product reviews.

LOOK Cycle USA, San Jose, CA. February 2007- May 2011

Marketing and Product Manager, USA Product; April 2010 – May 2011

- Managed the USA marketing strategy, including media buys, trade show buildouts, and technical product reviews.
 - Partnered with LOOK International product development and management teams on creating educational information for the USA based outside sales representatives and media.
- Collaborated with the national sales director and operations manager on the development of sales programs, revenue and margin targets, USA product line, and product launch schedule.
- Developed a USA specific custom bike assembly and sales program, to drive an increase in high-end bicycle frame sales and dealer presentation of complete bicycles.

Inside Sales and Warranty Rep; February 2007 – April 2010

- Inside sales rep managing inbound and outbound sales calls with a focus on monthly sales goals.
- The focal point for inbound and outbound warranty and customer service calls from retail partners and end consumers.
 - Managed monthly warranty reporting to LOOK International, focused on warranty cost reimbursement and product failure analysis.
- Developed and implemented a demo & field test program, resulting in 22 events across the western United States.

EDUCATION

University of California, Santa Cruz, Santa Cruz, CA. June 2006

Bachelor of Arts in Politics

CONTINUING EDUCATION

University of California Santa Cruz Extension, Santa Clara, CA. January – September 2010

Finance & Accounting

Cabrillo Community College, Santa Cruz, CA. January – July 2010

Business & Law

Scotwork, November 2017

Advancing Negotiation Skills 1

PROFICIENCIES & Visas

Microsoft Office Suite, Oracle Agile, Oracle / Discoverer, MS SQL, Netsuite, Confluence / JIRA, China 10 Year & Vietnam 1 year VISAS

ACTIVITIES & INTERESTS & FAVORITE ATHLETIC HIGHLIGHTS

Ultra-Marathon Running, Running, Road, and Mountain Biking, Fly Fishing, Constant work on my custom-built Sprinter campervan

Ironman World Championships 2011, Rio Del Lago & DTRE 100 Milers 2014, Sean O'Brien 100k 2017, Walnut Creek Half-marathon 2014, California International Marathon 2016 PR 2:35