Hayden Baxter, MS

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STRATEGIC SOURCING MANAGER

SUPPLIER MANAGEMENT & ONBOARDING | CONTRACT NEGOTIATION | CHINA & APAC | FACTORY EXPANSION | TRACEABILITY & DIGITAL PRODUCT PASSPORTS | SAP & ARAVO | AI STRATEGY | SIX SIGMA | CROSS-FUNCTIONAL LEADERSHIP

Global sourcing and supply chain leader with **8+ years** across APAC and U.S. operations at Nike, Converse, and Disney. Leads supplier onboarding, factory expansion, procurement, and data governance across global networks. Governed **1,000+ SAP supplier records**, integrated **SAP and Aravo** workflows, and applies AI to traceability and procurement intelligence. Fluent in Mandarin with an MS in Artificial Intelligence in Business.

PROFESSIONAL EXPERIENCE

WorldPulse | Strategic Sourcing Manager & Product Strategy Lead **2024-Present**

> *Product company developing Digital Product Passport and traceability technology for brands navigating product transparency, provenance, and emerging EU requirements.*

- Built WorldPulse to bring transparency and practical business value to global sourcing through **Digital Product Passports** and supply-chain traceability.
- Design product experiences that turn supplier, material-origin, compliance, and ESG data into clear visual stories for brands, buyers, regulators, and consumers.
- Connect sourcing expertise, supplier-data structures, and applied AI to prototype workflows for product provenance, compliance visibility, and sourcing decisions.

Nike Inc. | Sourcing Lead Beaverton, OR **2023-2024**

> *Contract engagement supporting Nike and Converse through Apex Systems. Global sourcing role spanning supplier operations, factory expansion, data governance, and traceability across a 70+ factory network.*

- Led global sourcing operations for Nike and Converse, onboarding **10 new Converse-exclusive greenfield factories** and supporting them from construction through compliance.
- Advanced Converse's manufacturing expansion from China into **Vietnam and Indonesia**, extending the sourcing base into new countries of origin alongside 70+ existing factories worldwide.
- Mapped Converse factories across EMEA, APAC, and North America, consolidating **1,000+ SAP records** and establishing governance rules that improved data accuracy **95%**.
- Co-developed a Cloud Data Fusion pipeline integrating **SAP and Aravo** through a JIRA Epic with Nike IT, Converse IT, and Supply Chain Innovation teams.

The Walt Disney Company | Procurement Analyst New York, NY (Hybrid) | Mar-Aug 2022

> *Contract engagement supporting Disney Streaming through Beacon Hill Staffing. Indirect procurement role supporting Latin American expansion across IT, Finance, Legal, and Creative.*

- Collaborated with IT, Finance, and Legal to renegotiate LATAM vendor agreements during the **Star+ launch**, delivering **13% annual cost savings** and strengthening SLAs to support four nines of uptime.
- Onboarded **100+ indirect vendors** through Disney's enrollment system, supporting timely activation, procurement compliance, and global streaming operations.
- Managed contract workflows for strategic technology and media procurements using **Coupa, Airtable, and SAP**.

AOSOM LLC | Logistics Manager Wilsonville, OR | Dec 2020-Feb 2022

> *E-commerce logistics and operations role during rapid warehouse expansion, connecting U.S. fulfillment operations with AOSOM's China-based organization.*

- Managed **8 coordinators and 4 managers** during a **300% warehouse expansion**, training teams in inventory optimization, logistics workflows, and ERP/WMS systems.
- Managed the **Wayfair account**, overseeing **$800,000** in product forecasting, sales, inventory planning, and 3PL storage while serving as liaison for the Chinese team.
- Supported delivery of **$100M+ in inventory** through daily online-channel monitoring and end-of-day warehouse audits.

Three Tree LLC | Procurement Agent — Logan, UT & Guangdong, China **2016-2020**

> *Cross-border sourcing role connecting U.S. buyers with manufacturers in southern China through supplier identification, factory engagement, negotiation, and production coordination.*

- Negotiated high-volume product deals between U.S. clients and Chinese manufacturers, leading **RFPs and supplier scorecard evaluations** to support cost savings and quality assurance.
- Coordinated international sourcing through the **Canton Fair and Alibaba**, aligning design specifications with production capabilities across a vetted vendor network.
- Conducted factory audits and site visits throughout China to improve vendor accountability, strengthen compliance, and support end-to-end traceability.

SELECTED AI APPLICATIONS - DESIGNED & BUILT

haydenbaxter.com/emerging-tech-builds

- **ProcureBridge** - Supplier-scoring and procurement-intelligence workflows that unify fragmented purchasing data.
- **Cortex** - Source-backed AI connecting evidence, claims, and narrative output for editorial research.
- **CaseBrief** - Source-backed medical-record review that assembles injury case narratives for legal teams.
- **AtomicOS** - Natural-language operating system tracking energy, focus, execution, and behavior data.

EDUCATION

Master of Science, Artificial Intelligence in Business | Arizona State University | May 2025
GPA 3.8 / 4.0 · AI Strategy, AI Applications in Supply Chains, Machine Learning, Python

B.S. Global Business | **B.A. Mandarin Chinese**, *summa cum laude* | Utah State University | 2020
GPA 3.8 / 4.0 · USU China Global Business Cooperative Scholarship

CERTIFICATIONS

Certified Supply Chain Professional (CSCP) | ASCM (APICS) | **In progress**

AWS Certified AI Business Strategist | Amazon Web Services | **In progress**

WRITING

haydenbaxter.com/blog | Writes on Digital Product Passports, supply-chain traceability, and sustainability in apparel and textiles.

SKILLS

Technical tools & platforms	SAP, Oracle ERP/WMS, Coupa, Aravo, FlexPLM, Airtable, JIRA, Cloud Data Fusion, Python, Google Cloud, AWS, Looker, GitHub, Microsoft Office
AI & data strategy	AI workflow design, supplier evaluation, compliance analytics, traceability systems, data governance, database management, machine learning, prompt and agent workflow design
Sourcing & supply chain	Vendor RFPs, contract negotiation, supplier scorecards, factory onboarding and audits, 3PL and warehouse coordination, inventory optimization, international procurement, Six Sigma
Leadership & communication	Team training, onboarding, stakeholder alignment, cross-functional collaboration, change management, bilingual English and Mandarin