

Hayden Baxter, MS

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GLOBAL SOURCING | SUPPLIER OPERATIONS | TRACEABILITY | DATA GOVERNANCE | AI PRODUCT STRATEGY | MANDARIN

Global sourcing and supply chain leader, **8+ years** across APAC and U.S. operations at Nike, Converse, and Disney. Builds the data layer that makes supply chains legible: **1,000+** supplier records governed into one source of truth, SAP integrated with compliance systems, and AI products shipped for traceability and procurement intelligence. Works where operations meet technology, translating between Mandarin and English, factory floor and data model, strategy and execution. Founder of WorldPulse; MS in Artificial Intelligence in Business. Current builds, writing, and work in progress at haydenbaxter.com.

PROFESSIONAL EXPERIENCE

WorldPulse | Founder & Product Designer

2024–Present

Building Digital Product Passport and traceability tools for brands preparing for new EU transparency requirements. I own the product strategy, the supplier data model, and the interface design, from first sketch to shipped feature.

- Founded WorldPulse to bring transparency and practical business value to global sourcing through **Digital Product Passports** and supply-chain traceability.
- Design product experiences that turn complex 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 (ETW via Apex Systems)

Beaverton, OR 2023–2024

Ran sourcing operations across Converse's global manufacturing base, more than 70 factories spanning EMEA, APAC, and North America. Partnered with Nike IT, Converse IT, and Supply Chain Innovation on supplier data, governance, and traceability.

- 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.
- Led the first project to map Converse factories across EMEA, APAC, and North America, consolidating **1,000+ SAP records** and establishing governance rules that improved data accuracy **95%** and strengthened analytics readiness.
- Co-developed a Cloud Data Fusion pipeline integrating **SAP and Aravo**, delivering the work through a JIRA Epic with Nike IT, Converse IT, and Supply Chain Innovation teams to strengthen supplier data and end-to-end traceability.

The Walt Disney Company | Procurement Analyst (via Beacon Hill Staffing)

New York, NY (Hybrid) 2022

Handled indirect procurement for Disney's streaming expansion into Latin America, supporting the Star+ launch. Worked across IT, Finance, Legal, and Creative to negotiate technology and media contracts.

- 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 with Finance, Legal, and Creative teams for strategic technology and media procurements using **Coupa, Airtable, and SAP**.

AOSOM LLC | Logistics Manager

Beaverton, OR 2020–2022

Managed warehouse and online-channel operations through a 300 percent facility expansion. Led a 12-person team and served as the English–Mandarin bridge between U.S. operations and the team in China.

- 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 operations while serving as translator and 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

Worked as a cross-border sourcing agent, placing U.S. client orders with Chinese manufacturers. Split time between Utah and Guangdong, with direct factory access across southern China.

- Negotiated and closed high-volume product deals between U.S. clients and Chinese manufacturers, leading RFPs and supplier scorecard evaluations to drive 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 PRODUCT WORK

haydenbaxter.com/emerging-tech-builds

- **ProcureBridge** — Supplier scoring and procurement-intelligence workflows that bring fragmented purchasing data into a common decision model.
- **Cortex** — Source-backed AI that connects 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 personal operating system tracking energy, focus, execution, and behavior data for AI-assisted coaching.
- **OpenClaw** — Agentic workflows that turn rough concepts into working internal tools.

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

WRITING

haydenbaxter.com/blog — Writes on Digital Product Passports, supply-chain traceability, and sustainability in apparel and textiles, including takeaways from Innovation Forum's Sustainable Apparel & Textiles Conference.

SKILLS

Technical tools & platforms	SAP, Oracle ERP/WMS, Coupa, Aravo, FlexPLM, Airtable, JIRA, Cloud Data Fusion, Python, Google Cloud, AWS, Looker, GitHub, Hugging Face, Bedrock, SageMaker, 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
Leadership & communication	Team training, onboarding, stakeholder alignment, cross-functional collaboration, change management, bilingual English and Mandarin