

# MARK C. LAYTON

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## PROFESSIONAL INDUSTRY EXPERIENCE

Proven strategic leader with experience in both large public company and entrepreneurial start-up environments in senior roles including **Chairman, CEO, COO, CFO, CIO, Board Director & as a Private Investor**. Revolutionary and entrepreneurial thinker with a track record of high risk/reward success and an outstanding history of creating shareholder wealth. Exemplifies personal attributes of integrity, accountability, commitment to excellence, transparency and high energy. Recognized as an expert in the fields of Entrepreneurism, Digital Commerce, Supply Chain, Capital Raising and Growth Strategies. An entertaining public speaker & teacher, accomplished author, and a highly motivating leader and team builder.

## EDUCATION

**Masters of Supply Chain** – Penn State University – 2015 (Beta Gamma Sigma)

**Bachelor of Science** – Northern Arizona University 1981, Business and Management Information Systems,  
(Selected as Hall of Fame Alumnus in 2003)

## PROFESSIONAL DESIGNATIONS

**PLS** - Professional Designation in Logistics and Supply Chain Management

**CTL** – Certified Transportation and Logistics Professional

## TEACHING

**Instructor** – INSC 30313, 30653 – Supply Chain Management - Texas Christian University (Spring 2018 – Present)

**Lecturer** – MA 40970 – Raising Entrepreneurial Capital - Texas Christian University (Spring 2017)

**Lecturer** – OPRE 3310 – Operations & Supply Chain Management – University of Texas Dallas (2017-2018)

**Co-Instructor** – Leading Yourself FS-121 – Northern Arizona University (Fall 2015)

**Guest Lecturer** – Executive MBA Course - Northern Arizona University, Data Sciences - University of North Texas – (1998 – Present)

## PUBLICATIONS

Journal – Supply Chain Scene “Overcoming Labor Shortages by Attracting the “On-demand” Workforce” (Dec 2018)

Author Book -. Coms & .Bombs, Strategies for Profit in eBusiness (Nov 1999)

Blog contributor at [www.marklayton.com](http://www.marklayton.com) & linked in

Cornerstone Leadership – Author and contributing editor to a series of “Listen Up” Leadership Booklets

([www.cornerstoneleadership.com](http://www.cornerstoneleadership.com))

## PROFESSIONAL EXPERIENCE

### **TEXAS CHRISTIAN UNIVERSITY, Fort Worth, TX**

**2017 – Present**

**Instructor** – Full time Professional Practice Instructor in the TCU Neeley School of Business, Information Systems and & Supply Chain department. Developing the next generation of Supply Chain professionals by bringing real world experiences to the classroom that drive rich critical thinking skill development in the field of supply chain and operations management.

### **7 SEVEN ADVISORS, LLC Dallas, TX**

**2013 – Present**

**Founder, Chief Executive Officer** – Founded in 2013, 7 Seven Advisors is a management consulting firm focused on high performance business tuning and execution in the areas of digital commerce, supply chain, capital/financial structuring and growth strategies.

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### **SUCCESS PARTNERS, Dallas, TX**

**2013 – 2016**

Success Partners is a 250 person, \$80M Digital Marketing and Communications Agency and the publisher of the highly regarded Success Magazine. Success Partners offers a wide range of digital and web based tools and products, print on demand and branded apparel. The company is also the curator of the largest library of personal development content in the world which it is continually growing and repurposing into highly effective training, recruiting and selling tools for its large client audience.

#### ***Chief Operating Officer***

Oversaw all corporate functions for this entrepreneurial entity. Responsible for leading a complete business process re-engineering effort designed to provide a best of class web and ERP technology foundation, an optimized Supply Chain and enhanced financial reporting and executive accountability. Responsible for the design and implementation of a new go-to-market strategy that collectively with the re-engineering efforts put the company on a course to double in size over the next 3 years.

### **PFSweb, INC., Dallas, TX**

**1999 – 2013**

PFSweb is a publicly traded (NASDAQ: PFSW) global web commerce outsourcing services provider with gross merchandise revenues of \$3B, offering a full range of eCommerce technology and business infrastructure (technology, warehousing, fulfillment, call center, payment processing) solutions as well as a full service Digital Agency. Recognized as “the” leading end-to-end web commerce and omni-channel outsourcing services provider and as the “brand behind the brand” for many iconic brands including Procter & Gamble, Starbucks, Lego, Diageo, L’Oreal, BCBG Max Azira, Sephora and kate spade.

#### ***Founder, Chief Executive Officer, COO & Chairman of the Board***

Founder of the company in 1993. Oversee all corporate functions, public market activity and serve as Chairman of the board leading all governance and regulatory requirements.

- Led concept creation and rapid growth leading to a highly successful IPO providing the Company with growth seed capital and infrastructure and achieving a market cap of over \$1B. Completed several secondary public equity offerings.
- Oversaw rapid growth from start-up to over \$250M in services revenue resulting from \$3B in gross merchandise sales and providing services to over 75 iconic brands including The US Mint, Procter & Gamble, Starbucks, RCA, Carters, Lego, Diageo, L’Oreal, BCBG Max Azira, Sephora, kate spade and many more.
- Drove the creation of numerous highly successful strategic partnership relationships with leading eCommerce industry players including Demandware, Oracle ATG, IBM Websphere & Shopatron amongst many others.
- Built a highly successful and effective leadership team including over 400 technology and e-Commerce professionals and manage an overall workforce of over 2,200 people.
- Led international expansion resulting in the establishment of business activities in the Philippines to improve corporate efficiency and a strategic partner venture to expand globally with the initial projects targeting China and Brazil.
- Instilled a corporate culture of constant/calculated strategic visioning necessary to stay forefront and relevant in the ever-evolving world of e-Commerce and the quickly changing supply chain implications resulting from the omni-channel concept expansion.

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### **DAISYTEK INTERNATIONAL, INC., Dallas, TX**

**1988 - 1999**

Daisytek International was a publicly traded (NASDAQ: DZTKQ) company that was the world's largest wholesale distributor of technology consumables. Daisytek was originally the parent company of PFSweb, Inc until its IPO and subsequent spin out in 2000.

*Chief Executive Officer & Chairman of Board*, (1996 – 1999)

*President*, (1992 – 1996)

*Chief Information Officer*, (1992 – 1997)

*Chief Financial Officer*, (1991 – 1995)

*Executive Vice President*, (1990 – 1992)

*Vice President Operations*, (1988-1990)

- Led the turnaround of the company from a fledging manufacturer with severe liquidity and business process issues with \$30 million in revenue to a global wholesale distributor with over \$1 billion in revenue operating in 6 continents and employing over 1,500 individuals globally.
- Established \$100M of new working capital lending relationships providing the company with a liquidity foundation for rapid growth.

### **ARTHUR ANDERSEN & CO. (ACCENTURE), Dallas, TX**

**1982 - 1988**

*Senior Manager – Accenture*

Management Consultant, primarily in the areas of technology and distribution. Worked with over 30 different Fortune 500 clients, both domestic and international industry experience including; Apparel, Grocery, Jewels and Collectables, Retail, Petroleum, Wholesale Distribution, Direct Marketing, Federal Government, Banking and Technology Products.

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## BOARD & COMMUNITY SERVICE EXPERIENCE

### **Public Companies:**

PFSweb Inc., (1999-2013)

PC Mall, business to business focused computer sales, (2002-2006)

ISA plc, European office products distributor, (1999-2000)

uBid Inc., Internet auction site, (1998-99)

Daisytek International, (1988-2000)

### **Private Companies:**

**Johnstone Supply Company (2013 – Present) - \$2.5B Wholesale Distributor/COOP of HVAC Equipment**

**7 Seven Advisors LLC., Management Consulting firm**

GNWC (2001-2003), Wire and Cable Distributor

Profits in e-Business, LLC, Consulting,. Conferencing and Publishing company

Markian Enterprises, holding company comprised of various real-estate & business investments

Stampede Brewing Company, (2004-2008)

### **Community Service & Non-Profit:**

Plano Independent School District – At Risk Child Mentor (2018-2019)

Northern Arizona University Foundation Board - Emeritus (2004-2017)

**Northern Arizona University, College of Business, Chairman of the Dean Advisory Board, (2002-Present)**

### **Advisory Boards**

**36 South Partners (2019-Present)**

**Texzon Utilities (2017-Present) (<https://texzon.com/>)**

**Lymba Software (2017-Present) ([www.lymba.com/](http://www.lymba.com/))**

Success Partners (2013-2016) ([www.success.com](http://www.success.com))

Calamity Gym (2013-2016) – Take your workouts everywhere

Agilone (2013-Present) – Big Data “Scientists” - ([www.agilone.com](http://www.agilone.com))

**(Bold font above, indicates current activities)**