

# CSCRL SPRING SYMPOSIUM

RETHINKING YOUR SUPPLY CHAIN – PREPARING FOR THE FUTURE  
APRIL 11-12, 2024

ABSTRACT

---

## FROM ZERO TO BUILDING A 7-FIGURE BUSINESS

ALI KAMINETSKY  
FOUNDER & CEO  
MODERN PICNIC

---

Hear how Lehigh 2016 graduate Ali Kaminetsky built her company, Modern Picnic, out of her parents' garage and scaled it to a 7-figure brand. From sourcing materials, to managing overseas partners, to eventually using a 3PL and expanding her distribution channels to include partners such as Saks and Bloomingdales, hear about the trials and tribulations involved with building her company from the ground up. Ali will take us on a journey from the early years to the present, discussing how her supply chain has evolved and sharing some of the lessons learned along the way.

