

CSCRL FALL FORUM

INNOVATING FOR THE FUTURE: THE ROLE OF TECHNOLOGY IN THE
SUPPLY CHAIN

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ABSTRACT

CULTURE, SUPPLY CHAIN, AND DATA INSIGHTS AT CRAYOLA: FUELING A 'NEXT LEVEL' MINDSET

PETER RUGGIERO
PRESIDENT & CEO
CRAYOLA, LLC

Crayola is the leading global consumer products brand in the children's creative expression category; its mission is to help parents and educators raise creatively alive children. Recently the Company has accelerated its global commercial strategy by engaging in new business models, expanding its product innovation, and growing in international markets. The presentation will outline elements of the commercial strategy, and will describe how technology, culture, supply chain strategy, automation, and data insights are enabling Crayola to transform its business.

