ADVISORY COUNCIL MEMBER

Center for Supply Chain Research at Lehigh

PETER RUGGIERO
President & CEO

Crayola

Peter Ruggiero is the President and Chief Executive Officer of Crayola, a Hallmark company based in Easton, Pennsylvania. He is responsible for all aspects of Crayola's global business, providing strategic direction and vision for the company and brand. He is passionate about fulfilling the Crayola brand mission to help parents and educators raise creatively-alive children. Crayola LLC is the leading consumer products brand in the children's creative expression category.

Ruggiero began his career with the accounting firm Deloitte & Touche before transitioning to a key role on the corporate staff of Union Pacific Corporation. In 1997, Ruggiero joined Crayola and evolved through key leadership positions including Director, Corporate Sourcing; Managing Director, Europe; and Vice President, Global Finance; and, most recently, Chief Operating Officer. He has been a key member of a senior leadership team that has built Crayola into an innovation company and enabled the expansion of Crayola's U.S. and international business units. Under his leadership, Crayola's global supply chain has been transformed and enables Crayola's strategy through the addition of critical capabilities, the automation of U.S. manufacturing, the integration of structured problem solving (LEAN and Six Sigma), the development of Crayola's regional supply and logistics networks, and the execution of numerous sustainability initiatives including a 3.0-megawatt solar farm at Crayola's corporate headquarters in Easton, Pennsylvania.

Ruggiero graduated with an accounting degree from Villanova University, where he played varsity football, and earned his MBA in supply chain management from Lehigh University. He is also a certified public accountant and was honored in 2012 by Lehigh University with its inaugural Global Impact Award. Ruggiero serves on the board of United Way of the Greater Lehigh Valley and as a Trustee of Lafayette College.

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