

CSCRL FALL FORUM

INNOVATION IN THE SUPPLY CHAIN
NOVEMBER 6-7, 2025

SPEAKER BIO

JEFF KAIDEN

CHIEF EXECUTIVE OFFICER, CAPACITY LLC



Jeff Kaiden founded Capacity LLC in 2000, and has managed it since its inception, guiding innovation in fulfillment technology and customer satisfaction. He brings a combination of engineering knowledge and passionate leadership, overseeing steady growth throughout the company's 25-year history. Jeff works closely with his operations and engineering teams to craft and deploy unique technology and materials handling solutions. Capacity provides end-to-end omnichannel fulfillment solutions to consumer brands from its locations in New Jersey, Indianapolis, Los Angeles, UK and Europe. They are perhaps best known for their work in the personal care segment, working with the likes of Beyoncé, Selena Gomez, Haily Bieber, Kylie Jenner, Pharrel Williams, Jake Paul, and Bobbi Brown.

Prior to founding Capacity, Jeff served as senior consultant at Sigman/Kaiden Consultants, working with corporations around the U.S. to develop and implement warehouse designs and material handling solutions, including an innovative design for the pre-revenue launch of Fresh Direct in NYC. He also worked as project manager on the design, financial modeling, development and construction of private sector infrastructure projects in Southeast Asia with Hopewell Holdings Ltd. in Hong Kong. He also constructed an (amazing) artificial river and waterfall at the Kuala Lumpur Golf & Country Club in Malaysia.

Jeff holds a degree in Civil Engineering and Operations Research from Princeton University. He also completed about half of his MBA, attending night school at NYU's Stern School of Business. But then he dropped out to start Capacity (and have kids).



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