

CSCRL SPRING SYMPOSIUM

AI AND THE FUTURE OF WORK IN SUPPLY CHAIN: PEOPLE, CULTURE
AND PERFORMANCE

APRIL 23-24, 2026

PANEL SESSION - SPEAKER BIO

BRUCE MITCHELL

SENIOR DIRECTOR, MANUFACTURING AND PRODUCTION PLANNING, CRAYOLA



Bruce Mitchell joined Crayola in 2006 and currently serves as Senior Director of Manufacturing and Production Planning. In this role, he leads Crayola's U.S. production of crayons, markers, paints, compounds, and hand-packing operations, along with SAP-enabled production planning and data governance.

He began his career as a manufacturing engineer in Lean manufacturing, a discipline he continues to apply as a core management philosophy. Bruce is passionate about developing high-performing teams, strengthening operational culture, and bridging the gap between strategy and day-to-day execution. He holds a Bachelor of Science in Mechanical Engineering from Messiah University.