



Putting a thinking cap on sales

Assessment

Submitted By:

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Task: Find 5 Manufacturing organizations (B2C) from the West Coast, USA whose revenue is between 200-500 million USD. Along with this, find every CEO, COO, CIO, CTO, and CFO's details (LinkedIn Link and email address along with first, middle name, and last name)

Solving:

Company-1: **Pacific Sunwear of California, Inc**

P A C S U N

Pacific Sunwear of California, Inc. (PacSun) is a B2C (business-to-consumer) company. This is commonly known as PacSun, is a clothing retailer that specializes in surf and skate-inspired apparel, footwear, and accessories for young men and women. It operates over 400 stores across the United States and also sells its products online. The company offers a wide range of clothing items, including t-shirts, jeans, hoodies, dresses, swimwear, and more, featuring popular brands such as Vans, Adidas, and Billabong. In recent years, PacSun has expanded its product offerings to include sustainable and eco-friendly options. The annual revenue of this company is 200 million USD.

Contact Details:

Position	First Name	Middle Name	Last Name	LinkedIn ID	Email
CO-CEO	Alfred		Chang	https://www.linkedin.com/in/alfred-chang-07b0216/	alfred.chang@gmail.com
	Michael		Relich	https://www.linkedin.com/in/michael-relich-7395b01/	mrelich@pacsun.com
COO	Adam		Snack	https://www.linkedin.com/in/adam-snack-83137019/	asnack@juno.com
CIO	Shirley		Gao	https://www.linkedin.com/in/shirley-gao-5540568/	sgao@pacificsunwear.com
CTO	Martinez		Henry	https://www.linkedin.com/in/henrymartinezitprofessional/	henry.martinez@ae.com
CFO	Russell		Bowers	https://www.linkedin.com/in/russell-bowers-17a81364/	rbowers@pacsun.com



Company-2: Nor-Cal Beverage

Nor-Cal Beverage Co. Inc. is a family-owned beverage manufacturing and distribution company based in West Coast, USA. The company produces and distributes a wide range of beverages, including carbonated soft drinks, energy drinks, fruit juices, and bottled water. Nor-Cal Beverage serves customers in the retail, foodservice, and hospitality industries throughout California and parts of Nevada. The company has a strong commitment to sustainability and operates several eco-friendly facilities, including a LEED Gold certified production facility. The annual revenue of this company is 248 million USD.

Contact Details:

Position	First Name	Middle Name	Last Name	LinkedIn ID	Email
CEO	Shannon	Deary	Bell	linkedin.com/in/shannondearybell/	shannond@ncbev.com
COO	Michael		Snowball	https://www.linkedin.com/in/michael-snowball-8a5b161/	michaels@ncbev.com
CTO & CIO	Mark		Inghram	https://www.linkedin.com/in/mark-ingham/	minghram@ncbev.com
CFO	Kevin		Koontz	https://www.linkedin.com/in/kevin-koontz-11474127/	kkoontz@ncbev.com



Company-3: **Tillamook County Creamery Association**

Tillamook County Creamery Association is a farmer-owned cooperative based in Tillamook, Oregon, USA. Founded in 1909, the company produces a wide range of dairy products, including cheese, ice cream, yogurt, and butter, using high-quality milk from local farms. Tillamook is known for its commitment to sustainability and responsible farming practices, as well as its focus on using natural ingredients and traditional recipes to create delicious, wholesome products. The company is also dedicated to supporting its local community and promoting the well-being of its employees and farmers. Today, Tillamook products are sold in grocery stores and specialty food shops throughout the United States. The annual revenue of this company is 250 million USD.

Contact Details:

Position	First Name	Middle Name	Last Name	LinkedIn ID	Email
CEO & COO	Patrick		Criteser	https://www.linkedin.com/in/patrick-criteser-12549914/	patrick.criteser@cs.com
CTO & CIO	Travis		Pierce	https://www.linkedin.com/in/travis pierce2/	tpierce@tillamook.com
CFO	Linda		Pearce	https://www.linkedin.com/in/linda-pearce-7355444/	lpearce@tillamook.com



Company-4: **Skullcandy Inc.**

Skullcandy Inc. is a leading audio brand based in Park City, Utah, USA. The company produces a range of headphones, earbuds, and other audio accessories, with a focus on innovative design and high-quality sound. Skullcandy's products are known for their distinctive style, featuring bold colors and patterns that appeal to a young, fashion-conscious demographic. The company also partners with athletes, musicians, and other celebrities to create co-branded products that reflect their individual styles and personalities. Skullcandy's products are sold through a variety of channels, including online retailers, specialty stores, and major consumer electronics chains, and the company has a strong presence in the global marketplace. The annual revenue of this company is 266.3 million USD.

Contact Details:

Position	First Name	Middle Name	Last Name	LinkedIn ID	Email
CEO	Jason		Hodell	https://www.linkedin.com/in/jason-hodell-b9646/	jason.hodell@skullcandy.com
COO	Wim	De	Jager	https://www.linkedin.com/in/wim-de-jager-98b3175/	wim@skullcandy.com
CTO	Zachary		Belles	https://www.linkedin.com/in/zachary-belles-09695119/	zachary.belles@skullcandy.com
CIO	Mark		Hopkins	https://www.linkedin.com/in/mark--hopkins/	mark.hopkins@skullcandy.com
CFO	Autumn		Hindman	https://www.linkedin.com/in/autumn-hindman-b859b43/	autumn.hindman@skullcandy.com



elemental led
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Company-5: **Elemental LED**

Elemental LED is a leading manufacturer of LED lighting solutions for residential, commercial, and industrial applications. Based in Emeryville, California, USA, the company offers a wide range of products, including flexible LED strip lights, LED light bars, panel lights, and power supplies. Elemental LED is known for its high-quality products, innovative designs, and commitment to customer service. The company serves a variety of industries, including architecture, design, construction, and electrical contracting, as well as homeowners and DIY enthusiasts. With a focus on energy efficiency, sustainability, and cutting-edge technology, Elemental LED is dedicated to providing reliable and cost-effective lighting solutions that meet the needs of its customers. The annual revenue of this company is 248 million USD.

Contact Details:

Position	First Name	Middle Name	Last Name	LinkedIn ID	Email
CEO	Randy		Holleschau	https://www.linkedin.com/in/randy-holleschau-83aa41b/	randy.holleschau@elementalled.com
COO	Eric		King	https://www.linkedin.com/in/erickking/?locale=de_DE	eric.cpf@gmail.com
CIO	Tim		Bright	https://www.linkedin.com/in/tim-bright-11a483102/	tim.bright@elementalled.com
CTO	Craig		Anderson	https://www.linkedin.com/in/craig-anderson-0245384/	craig.anderson@elementalled.com
CFO	Preet		Khangura	https://www.linkedin.com/in/preet-khangura-cpa-94842b66/?trk=public_profile_browsemap	gurpreet.khangura@elementalled.com

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