

# You want it delivered when? From where? Omnichannel strategies and solutions from a retailer, manufacturer, and 3PL

Scott Hothem, Senior Vice President of Customer Solutions at Barrett  
Distribution

Daniel O'Keefe, Director of Business Services at W.B. Mason

Chad Westleigh, Manager of Digital Marketing Strategy at Alex and Ani

# Mitch MacDonald



Mitch Mac Donald is President and CEO of AGILE Business Media, LLC, where he also serves as Group Editorial Director of two of its market-leading brands, DC Velocity and CSCMP's Supply Chain Quarterly. Prior to founding AGiLE in 2002, he served as Vice President & Group Director/Editorial & Content Development for the 10 magazines in the former Cahners' (later Reed Business Information's) original Supply Chain Group, including, among others: Supply Chain Management Review, Modern Materials Handling, Logistics Management, and Purchasing, and Industrial Distribution. Mac Donald held numerous other roles over a 15-year career at Cahners, including Publisher of Modern Materials Handling, and Publisher and Editorial Director of both Logistics Management, and Supply Chain Management Review. In 1997, he spearheaded the successful launch of Supply Chain Management Review and became its founding publisher and editorial director and led the relaunch of then Traffic Management magazine as Logistics Management.

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**Title:** President, Chief Executive Officer  
Group Editorial Director

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**Company:** AGiLE Business Media

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**Email:** mitch@dcvelocity.com

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# Scott Hothem



Scott Hothem is Senior Vice President, Customer Solutions at Barrett Distribution Centers, where he is responsible for sales, marketing, and strategic partnership development.

Scott has held executive leadership positions with global, national and regional logistics companies for over 24 years. His areas of expertise include sales, marketing & partnership development, operations management, third party logistics, transportation management, strategic planning and technology implementations to companies in the food, beverage, retail and consumer electronics industries. Prior to joining Barrett, Scott served as Executive Director, Sales for Matson Logistics, where he developed, sold and implemented integrated supply chain programs. Prior to Matson Logistics, Scott was the President of Pacific American Services (PACAM) which was acquired by Matson.

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**Title:** Senior Vice President Customer Solutions

**Company:** Barrett Distribution

**Email:**

Scott holds a B.S. from Springfield College

# Daniel O'Keefe



I began at WB Mason in 2004 as a Sales Representative. In that time I moved from opening new business via cold calling to Furniture Sales & implementation of large, enterprise accounts. I moved to the Brockton headquarters of WB Mason in 2008, where I now oversee major account implementation, mergers & acquisitions, and much of our business intelligence & reporting environments within our Business Services Department.

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**Title:** Director of Business Services

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**Company:** W.B. Mason

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**Email:** Daniel.okeefe@wbmason.com

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## Chad Westleigh



Chad Westleigh is the Manager and Lead for Digital Marketing and Analytics for Alex and Ani's domestic and global business. He is responsible for all strategy in relation to digital marketing initiatives and ecommerce performance. Understanding operational initiatives and how to leverage all digital channels to support the brand. Utilizing marketing measurement and insight tools along side his analytics team, Chad helps manage, analyze and optimize Alex and Ani's digital presence for continual improvement. With degrees in Entrepreneurship and Marketing, close to a decade of advertising/marketing experience coupled with a background in ecommerce, social media marketing and web based analytics, Chad has helped Alex and Ani achieve milestones and accolades such as being named on Internet Retailers Top 500 list, ranking #83 on the most recent Internet Retailer Social 500 list and #12 overall in the 2013 L2 digital rankings for watch and jewelry brands.

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**Title:** **Manager of Digital Marketing Strategy**

**Company:** Alex and Ani

**Email:** [cwestleigh@alexandani.com](mailto:cwestleigh@alexandani.com)

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