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Tractor Supply Veteran Clay Jackson Joins Orgill as EVP/COO, Strengthening Retail Focus

Short form headline: Tractor Supply Veteran Clay Jackson Joins Orgill as EVP/COO

COLLIERVILLE, TN – Orgill, a leading innovator in the hardlines distribution industry, has added yet another retail veteran to its leadership team with the appointment of Clay Jackson as its new Executive Vice President and Chief Operating Officer. This newly created position reflects Orgill’s commitment to strategic growth and operational excellence. Jackson is a seasoned leader with over two decades of experience at Tractor Supply Company and will officially join Orgill on January 20, 2025.

Jackson will report to Boyden Moore, Orgill’s president and CEO, who also shares a retail background, having spent more than 25 years in retail, mostly in the home improvement industry. With the addition of Jackson to its executive team, Orgill further strengthens the management team’s ability to understand the challenges customers face every day. Jackson joins a deep pool of Orgill executive team members who share dynamic backgrounds leading retail operations.

“We currently have more than half-a-dozen former retailers serving in executive leadership roles at Orgill,” Moore says. “We think this gives us a truly unique perspective on how to best serve our customers. It gives our team a better understanding of the challenges our customers face and how we can better help drive their success. Clay’s experience helping drive the growth and success of one of the best performing retailers in the industry will add even more perspective and real-world insights to our team.”

Jackson, a trusted innovator in supply chain, merchandising, and technology, has been instrumental in driving Tractor Supply’s operational and financial success. Most recently serving as Vice President of Merchandise Planning and Inventory, he oversaw \$15 billion in

merchandise strategy and category management. His expertise in leveraging advanced forecasting tools like machine learning and AI has been transformative in the retail industry.

“We are thrilled to welcome Clay to the Orgill team,” Moore says. “His remarkable track record in operational leadership, combined with his deep understanding of retail logistics and supply chain, aligns perfectly with Orgill’s mission to help our customers be successful.”

With his extensive retail experience working at Tractor Supply Company, Clay will lead Orgill’s purchasing and operations teams while playing a pivotal role in the company’s retail services and strategic programs. His servant-leadership philosophy and collaborative approach have earned him recognition as a dynamic leader focused on people development and continuous improvement.

“I’m honored to join Orgill, a company with a rich legacy and a forward-thinking vision,” says Jackson. “I look forward to working alongside this exceptional team to support Orgill’s retail partners and drive success for our customers worldwide.”

Executive Leadership Promotions

Along with the addition of Jackson to its leadership team, Orgill also announced several executive-level promotions, including:

- **Craig Cowart**, who has been with Orgill since 2017 and currently serves as chief operating officer for Central Network Retail Group (CNRG), is being promoted to senior vice president at Orgill. Cowart brings retail experience from his time working at CNRG, Fulcrum Building Group, Home Depot, and Lowe’s.
- **Francisco Feraud**, who has been with Orgill since 2011 and has been leading Orgill’s international sales efforts, is being promoted to vice president – sales, international.
- **Laura Luotonen**, who joined Orgill through CNRG’s acquisition of LumberJack in 2015, and has worked in Orgill’s credit team since 2016, is being promoted to vice president – credit.
- **Jim Rivas**, who has been with Orgill since 2020, and has been leading Orgill’s wholly-owned subsidiary Tyndale Advisors since early 2024, is promoted to vice president at Orgill and President of Tyndale Advisors. Rivas also brings retail experience to the role from his experience working at Friedman’s Home Improvement and Home Depot.
- **Jordan Tice**, who joined Orgill in 2010, and most recently served within the company’s retail services team, is being promoted to vice president – assortment planning and dealer field operations.

“Each of these individuals brings a unique combination of experience and insights into their new roles and are fierce advocates for our customers,” Moore says. “We are looking forward to all of them continuing to contribute in their new roles.”

Recognizing Long-Serving Leaders

As Orgill positions its leadership team for the future, there are also several long-serving leaders within the company who will be retiring in the coming months.

- **Karen Meredith**, director of LBM sales, will be retiring on March 31, 2025, after 30 years of service leading Orgill's LBM team. Meredith joined Orgill following an 18-year career with the Central Hardware chain, where she worked as a Lumber & Building materials buyer in Memphis.
- **Mark Scheer**, director of field marketing, retires this year, wrapping up a 16-year career at Orgill and a 45-year career in the industry. Scheer has been a key contributor to Orgill's Retail Services team for most of his time with Orgill, developing expertise in store conversions and new store planning.
- **Kevin Walker**, director of transportation, retires after a 29 year career in Operations. Kevin joined the company in 1995 and has been instrumental in helping start up several of Orgill's distribution facilities and creating efficiencies within the company's transportation network throughout its growth.

"I can't say enough about the contribution these individuals have made to Orgill and our customers during their time here," Moore says. "They will undoubtedly be missed, leaving their fingerprints on the company through the impactful work they have done over the years to drive our growth and success."

A New Slate of Directors

The company has also named 12 new directors for 2025 as it continues to strengthen its leadership team and focus on the future.

Reddy Bireddy is promoted to Director, Master Data Management. **Mike Cutrona** is promoted to Director, Human Resources. **Alison Farrington** is promoted to Director, Corporate Account Conversions. **Kevin Farnsworth** is promoted to Director, Dealer Conversions - West. **Jordan Hughes** is promoted to Director, Marketing and Advertising. **Megan Kremser** is promoted to Director, Accounting. **Whitney Mancuso** joined the Orgill Marketing team in September as Director, Brand Strategy. **Chad Murray** will be moving from Sales to Retail Services as Director, Dealer Conversions - East. **Joshua Quattlebaum** is promoted to Director, Retail Technology Product Management. **Alice Thomas** is promoted to Director, Credit. **Charlotte Wells** is promoted to Director, Retail Services Operations. **Trey White** is promoted to Director, Safety.

"We are so proud of all these individuals' hard work and what they bring to their positions and are excited to see where they will help Orgill go in the New Year," Moore says. "We have such a fantastic team of leaders who are very well prepared to continue driving success at Orgill."

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About Orgill:

Orgill, the industry's fastest-growing hardlines distributor, was founded in 1847 and is headquartered in Collierville, Tennessee. Orgill serves more than 13,500 retail hardware stores, home centers, professional lumber dealers and farm stores throughout the U.S. and

Canada, and in over 50 countries around the world. More information can be found at orgill.com.