

*I joined Craig's team in early 2007 to help the business through what had been a remarkable transformation in terms of source of revenue, customer stability, business complexity and product line evolution. In talking with Craig before I joined Human Touch, I expected a manager who would be an expert in his field and his business yet would be open to new ideas and would empower his team to drive the business. What I experienced after joining the team was exactly what Craig had committed to leading -- a substantial transition of the entire business, its operating processes and approach in pursuit of maximizing the team's potential for success in a very challenging retail environment. Craig was a consistently positive, yet realistic, leader for a business that was going through many changes that could have been extremely distracting to the organization, its team and its focus.*

*Craig clearly is a seasoned expert in developing and communicating compelling products for consumers, and his diverse background allowed Craig to comfortably handle and lead an organization and its customers through numerous changes in various markets, customer channels and business conditions. Despite having been responsible for much of what had been put in place, Craig welcomed and embraced new ideas without any apparent reluctance or desire to hold on to "what had worked in the past". This flexibility and openness to new ideas allowed us to drive a substantial amount of progress across our organization design, infrastructure, business processes, product line and customers / routes to market in a relatively short period of time.*

*During our time together Craig also oversaw diversification of the supplier base in Asia, improvements in product quality and, essentially, a transformation of Human Touch's supply chain from bulk container shipments to major retailers into one of single, direct-to-consumer order fulfillment. This was accomplished by recruiting and enabling the right talent, implementing the right core operating processes (internally and with customers / suppliers) and by thoughtful diligence and negotiation in Asia.*

*Craig oversaw numerous changes to the organization, all in service of evolving the business to maximize its present-day success, and did a remarkable job of attracting and enabling a talented team across all functions. Notable were his additions of a new Chief Financial Officer, essentially a new Supply Chain team, an enhanced sales team and a Chief Marketing Officer to drive Human Touch branding success at retail (e.g. substantial growth at Costco) as well as to diversify sales / distribution channels well beyond traditional retail and into direct-to-consumer and e-commerce. He also worked with the International sales team and country-by-country distributors to expand Human Touch's distribution, and you can now find the products in more than 45 countries.*

*While Craig enabled, supported and coached his team to drive this progress, he was adept at inserting himself when either business conditions or his experience warranted a tweak. He also managed externally in areas where most of the organization didn't see, namely ongoing relationships with and management of public bondholders, banks and the Human Touch board. While he didn't make a point of inserting himself into unnecessary details, he was consistently accessible and supportive of talking through new ideas, pressure testing old ones and supporting decision-makers where necessary. It was a pleasure working with Craig, learning from him and being part of the organization that he built.*

*Mark Shaughnessy*

*Former COO, Human Touch, LLC.*