Visit with Williams Sonoma — February 5

The Pathways scholars met with executives from Williams Sonoma, including Ernest Esparza (Manager, University Relations & Talent Acquisition), Serena Sha (Business Analyst, Reverse Logistics), Kendra Welter (SC and Logistics Leader) and William Johnson (VP of HR). Williams Sonoma was incorporated in 1973 and founded by Chuck Williams in Sonoma, California. Today, the company consists of 7 brands, including Williams Sonoma, Pottery Barn, Pottery Barn Kids, West Elm, PBteen, Rejuvenation and Mark and Graham. With sales of +$5 Billion in Fiscal 2016, the corporation operates 629 stores in 43 states, Puerto Rico, Canada, Australia and the United Kingdom.

The Williams Sonoma Executives provided an overview of the company’s supply chain activities – how furniture and other items are either sourced from third party vendors or manufactured in the U.S., how items are shipped into the U.S., and how products are delivered to customer homes. In particular, Kendra Welter provided an overview of some of the corporate initiatives with regard to reverse logistics and returns. In addition, Prof. Nate Craig made a presentation on a joint research project between OSU and Williams Sonoma that is in a nascent stage.

Our next event will consist of a visit to a Target Distribution Center on March 5, 2018.

Mi Kyong Newsom, PhD, Program Leader (Newsom.25@osu.edu)
Ken Boyer, PhD, Chair, Management Sciences Department (Boyer.9@osu.edu)
Cheryl Dickerson, Program Leader (dickerson.138@osu.edu)