

SYNCHRONIZE PERSPECTIVES

Volume 001

THIRTY YEARS TO ONE FRAMEWORK

The Origin of the Synchronize Framework



EVERY FRAMEWORK HAS AN ORIGIN STORY

The Synchronize Framework did not begin in a conference room, nor was it created as a consulting methodology.

It was earned over more than three decades leading operations, supply chains, business transformations, and executive teams through growth, disruption, and change.

Each role added another piece to the puzzle.

Operational Excellence

As a Project Manager at UPS, I learned the discipline of operational excellence, structured execution, and delivering complex initiatives across large organizations.

Technology Isn't the Transformation

At eLSG.SkyChefs, I traveled the world building technology solutions alongside partners including Sabre and Accenture. That experience taught me that technology is only valuable when it improves the way an organization operates. Systems alone never create transformation—people and operating models do.

Supply Chains Create Strategy

At Chiquita, where I led organizations of more than 500 people, I discovered that supply chains are not simply operational assets—they are strategic differentiators capable of creating competitive advantage.

Failure Is a Teacher

At Archway, I experienced something equally valuable: failure. Bankruptcy reinforced a lesson that has remained with me ever since. Even exceptional execution cannot compensate for a business whose strategy, economics, or operating model have fallen out of alignment.

Synchronization Unlocks Performance

At Evergreen Packaging, I led the transformation and centralization of global logistics and distribution with a team of just two people while managing a logistics P&L exceeding \$250 million. There, I saw firsthand how synchronizing functions across an enterprise could unlock performance that individual departments could never achieve on their own.

Those experiences ultimately converged at ORR Safety.

WHERE EVERYTHING CAME TOGETHER

When I joined ORR Safety as Vice President, I was not implementing a predefined framework.

I was applying the lessons accumulated throughout my career.

The challenge was not simply to improve inventory, reduce costs, or increase revenue.

The challenge was to align an entire enterprise around a common direction.

That required more than operational improvement.

It required **building the right leadership team**, empowering people with clear accountability, **establishing a common operating rhythm**, and creating alignment between commercial strategy, finance, operations, supply chain, pricing, customer experience, and technology.

Only after that foundation existed could the organization begin optimizing performance.

30%

REVENUE GROWTH

\$20M+

WORKING CAPITAL
RELEASED

1/3

INVENTORY REDUCED

Profitability transformed from negative EBITDA to sustained positive performance

Significant improvements in gross margin and customer service

Successful acquisition by Würth Group

Those outcomes mattered.

But they were not the most important lesson.

**THE TRANSFORMATION WAS NOT
CREATED BY ONE INITIATIVE. IT WAS
CREATED BY SYNCHRONIZING THE
ENTERPRISE.**

THE REAL DISCOVERY

Looking back, I realized we had not succeeded because of one initiative.

We succeeded because every initiative reinforced every other initiative.

The organization had become synchronized.



Each function understood its role in creating enterprise value, and each decision strengthened the system rather than optimizing one department at the expense of another.

Organizations do not create sustainable value by optimizing individual functions.

They create sustainable value by synchronizing the enterprise.

A FRAMEWORK THAT SCALES

One realization stands out as I look back across my career.

The Synchronize Framework was never dependent on organizational size.

I applied its principles as a project manager.

I applied them while leading global organizations of more than 500 people.

I applied them with a two-person team managing a \$250 million logistics P&L.

I applied them while leading an organization of approximately 230 people.

The organizations changed.

The principles did not.

Synchronization scales because leadership scales.

UPS

Operational excellence
and structured execution
across large organizations

ELSG.SKYCHEFS

Technology is only
valuable when it improves
how an organization
operates

CHIQUITA

Supply chains are
strategic differentiators,
not merely operational
assets

ARCHWAY

Execution cannot
compensate for a
misaligned strategy or
operating model

EVERGREEN PACKAGING

Synchronizing functions
unlocks performance no
single department can
achieve alone

ORR SAFETY

Enterprise alignment
produces measurable,
compounding business
outcomes

AI STRATEGY

AIBES & USAII

AI should be part of
strategy, not the strategy

SYNCHRONIZE PARTNERS

A repeatable framework
for creating sustainable
enterprise value

AI CHANGED THE TOOLS—NOT THE PRINCIPLE

Today's organizations are racing to adopt AI.

Yet many are attempting to accelerate businesses that remain fundamentally misaligned.

OPTIMIZATION WITHOUT SYNCHRONIZATION

- Conflicting priorities
- Functional silos
- Fragmented decisions
- AI amplifies inconsistency

SYNCHRONIZATION BEFORE OPTIMIZATION

- Shared objectives
- Operating rhythm
- Clear accountability
- AI accelerates execution

Synchronization comes before optimization.

WHY SYNCHRONIZE PARTNERS EXISTS

Over time, I realized these lessons extended far beyond one company or one industry.

Manufacturing. Industrial distribution. Consumer products. Technology. Supply chain. Business transformation.

The pattern remained remarkably consistent.

Organizations that synchronized leadership, strategy, operations, and execution consistently outperformed those that optimized individual functions in isolation.

That realization became the foundation for the Synchronize Framework and, ultimately, Synchronize Partners.

Today, I help executive teams build organizations capable of creating sustainable enterprise value before asking technology—including AI—to accelerate it.

Because technology is rarely the starting point.

Synchronization is. That's why Synchronize Partners exists.

Synchronize Partners

Structure becomes liberating.

www.synchronize-partners.com

