

Biography – William C. Bryson

William C. Bryson is a performance-driven manufacturing executive with more than 25 years of leadership experience overseeing multi-site operations across the United States and Canada. As Vice President of Manufacturing at Segmen Manufacturing Corporation since 2011, he has provided strategic direction for six plants, driving operational excellence, innovation, and profitability while fostering a strong culture of safety and workforce development.

Throughout his career, Mr. Bryson has distinguished himself as a transformative leader, recognized for his ability to align manufacturing operations with corporate growth strategies. He has successfully spearheaded Lean Manufacturing and Six Sigma initiatives, delivering significant cost reductions, productivity gains, and quality improvements. His achievements include expanding production capacity through new facility launches, implementing “Just-in-Time” protocols to optimize inventory control, and strengthening client relationships in partnership with sales and key accounts.

Mr. Bryson’s leadership has earned him numerous honors, including the Daniel D. Latson Award for Safety Excellence, the John B. Lawson Award for cost reduction, and recognition as Executive of the Year in 2018. A frequent speaker at industry conferences, he has addressed national audiences on topics such as building cohesive workforces and advancing manufacturing efficiency.

Earlier in his career, Mr. Bryson served as Plant Manager at APS Manufacturing Corporation, where he delivered double-digit cost reductions and significantly improved profitability while strengthening leadership pipelines. His career foundation includes progressive roles at Limtech Manufacturing and Balton Manufacturing, where he gained hands-on experience in production management and leadership development.

Mr. Bryson holds an MBA from Georgia Tech University and a Bachelor of Science in Mechanical Engineering from the University of Colorado at Boulder, where he graduated summa cum laude and was named Top Mechanical Engineering Student. He has also completed executive-level training at North Carolina State University and pursued advanced professional development in Lean Manufacturing, Six Sigma, Statistical Process Control, and leadership communication.

In addition to his professional contributions, Mr. Bryson serves his community as a Board Member of the St. Louis Chamber of Commerce, the Jackson Regional Hospital, and as an active participant in the Greater St. Louis Manufacturers’

Association and Manufacturing Council. He also supports nonprofit initiatives through his volunteer work with the United Way fundraising campaign.

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