

# Roger Cunningham

## Director, Senior Advisor, Science and Engineering, WFF

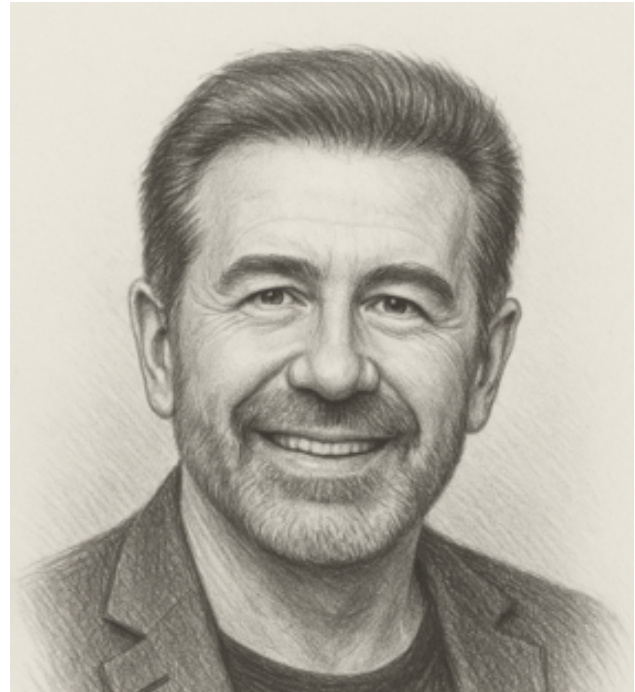
A high-energy, results-driven leader, Roger Cunningham brings a proven record in strategy, planning, engineering, and execution. His expertise spans omni-channel trade, value chain operations, national infrastructure, corporate governance, international finance, vendor management, imports/exports, and multinational operations.

As Managing Partner of his strategy and engineering consultancy, Roger led teams delivering market and business strategy, network and sourcing design, patent strategy, technology qualification, economic impact

analysis, and M & A advice to over 160 infrastructure and consumer goods clients. The firm averaged 7.5-year client relationships and a 78% repeat business rate. A substantial portion of U.S. consumer trade has moved through infrastructure developed under his guidance since 1990. Roger also served as key strategist for Under Armour during its growth phase from 2002 to 2015.

As an engineer, Roger directed the development of over 140 million square feet of industrial, distribution, and plant space globally. His teams handled conceptual and detailed engineering, RFPs, full outfitting, staffing plans, and maintenance procedures. He managed the startup of more than 40 large-scale plant operations across industry verticals, delivering each at capacity with full operating standards and labor optimization schedules.

A U.S. Navy veteran, Roger earned top 1% ranking among officers and was certified as Assistant Engineering Officer of the Watch for a 1,200 lb steam turbine power plant. He served in Middle



East operations and intelligence and was selected as Flag Lieutenant to the Commander of U.S. Central Command prior to the Gulf War the Navy's top billet for junior officers.

Roger has founded over 10 businesses of his own, all marked by strong retention, vision, and profitability. As CEO of Grainster, he led the team that won the 2017 Richard Branson Global Innovation Award and was previously nominated for Georgia Entrepreneur of the Year in 2007.

He holds a BIE in Industrial and Systems Engineering from Georgia Tech and an MBA in Finance from the University of Maryland's Robert H. Smith School of Business.