James R. Strom
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EDUCATION

Georgia Tech, Scheller College of Business **Atlanta, Georgia**
Master of Business Administration *January 2024 - Present*

- Expected Graduation: December 2026
- Concentration: Technology Innovation: Generating Economic Results (TI:GER)

NORTHWOOD UNIVERSITY, Midland Campus, Honors Program, Cum Laude **Midland, Michigan**
Operations & Supply Chain Management *May 2017*

- Bachelor of Business Administration
- Dean's List | Men's Presidential Football Scholarship | GLIAC All-Academic Excellence

EXPERIENCE

Procure Analytics **Atlanta, Georgia**

Director, Packaging & Logistics *November 2025 – Present*

- Retained $24M in annual revenue by successfully renegotiating and extending 7 member contracts before expiration.
- Established a department by hiring and onboarding two team members. Developed a standardized training program to accelerate their onboarding and time-to-productivity.
- Designed and deployed a member support model, ensuring appropriate service by my team across 152 member accounts and $200M of spend.
- Implemented Salesforce as the centralized system of record to track member opportunities, manage projects, monitor tasks, and evaluate supplier performance.
- Developed a 2026 growth budget, targeting a 10% increase in program categories, and established a spend-tracking methodology to monitor real-time member performance.
- Continue leading the firm's monthly packaging market intelligence reports. Integrated freight updates into monthly Point-of-View (POV) reports for senior leadership and PE partners.

Procure Analytics **Atlanta, Georgia**

Director, Business Development *January 2025 – November 2025*

- Managed the full sales cycle for 50+ prospective members pursuing packaging, freight, and MRO cost-savings initiatives.
- Helped double our packaging & logistics business in two years, scaling to $200+M.
- Developed a standardized packaging onboarding process with our Implementation Team for new packaging members, increasing speed to revenue realization by 25%.
- Led engagements at conferences and trade shows; presented our value proposition to prospective customers at TLMI.
- Generated monthly packaging market intelligence reports that are shared with senior leadership, customers, and key private equity and consulting partners.
- Managed one direct report.

Ready, Set, Push **Atlanta, Georgia**

MBA Consultant, Pro Bono Non-Profit Consulting Practicum *May 2025 – July 2025*

- Partnered with Ready, Set, Push (RSP), a maternal health nonprofit, to develop a sustainability and growth framework addressing operational and fundraising strategies.
- Led key stakeholder interviews with ten RSP employees, synthesized insights, and shared findings with the leadership team.
- Executed five key deliverables for our client: an organizational assessment report, sustainability and feasibility analysis, process improvement plan, leadership development roadmap, and strategic blueprint for growth.
- Identified and scoped incremental consulting projects with RSP's MAMMA program for future MBA students.
- Featured by Georgia Tech in an official publication: "Partnering for Impact: MBA Students Work with Ready, Set, Push" (2025).

Procure Analytics **Atlanta, Georgia**

Sr. Manager, Business Development *October 2023 – December 2024*

- Managed the full sales cycle for 40+ prospective members pursuing packaging cost-savings initiatives.
- Secured $35M in new business for PA in 2024.
- Led PA's market intelligence efforts for MRO and Packaging – responsible for publishing monthly market intelligence reports that are shared with senior leadership, customers, and key private equity and consulting partners.
- Integrated a Tube and Core supplier into PA's packaging program, further enhancing our offering.
- Managed one direct report.

Procure Analytics **Atlanta, Georgia**

Sourcing Manager *August 2022 – October 2023*

- Managed the packaging sourcing needs of 15-25 members pursuing packaging cost-savings initiatives. Members participate in industries such as retail clothing, food service, consumer products, automotive, and e-commerce.
- Leveraged spend analysis to benchmark data, identify patterns and cost savings opportunities, build and present sourcing solutions for members.
- Led packaging sourcing programs for all members, including strategy development, request for information, request for price, and recommended business awards, resulting in average savings of 7-20%.
- Negotiated multi-year supply agreements for members with suppliers.
- Developed and implemented standardized processes for the packaging sourcing team, including spend benchmarks, sourcing strategy recommendations, and sourcing results presentations.
- Created a monthly market point-of-view (POV) report that is shared with senior leadership, customers, and private equity investors, enabling them to stay informed and make decisions in a rapidly changing market.

Georgia-Pacific Supply & Trading **Atlanta, Georgia**

Sourcing Manager *November 2019 – July 2022*

- Managed $200MM+ in direct material spend for global paperboard commodities that support four GP businesses: Dixie, Color-Box®, Hummingbird®, and Mailers.
- Negotiated pricing and supply agreements with suppliers, including the legal, technical, and commercial components.
- Developed sourcing strategies using a total-cost-of-ownership (TCO) approach, which generated savings exceeding $2MM annually for each business unit.
- Delivered monthly market reports to senior leadership, highlighting critical market drivers.
- Designed and executed category strategies in collaboration with cross-functional teams (suppliers, business categories, operations, R&D, central buyers, logistics).

Other Professional Experience

Dixie Sales Associate, Georgia-Pacific *June 2018 – November 2019*
Customer Account Manager – Trim & Offgrade Board, Georgia-Pacific *August 2017 – June 2018*
Corporate Industrial Engineering Intern, UPS *May 2016 – July 2016*
Automotive Market Intern, Penske Automotive *May 2015 – July 2015*

Technical Experience and Skills

- ERP & MRP Systems, SAP, Ariba, Salesforce
- Microsoft Office Suite, Word, Excel, PowerPoint, Power BI
- Large Language Models, ChatGPT, Gemini, Perplexity, Claude