



Ted Hein
Director of Information Services
Burt's Bees, Inc.

Ted Hein, Director of Information Services at Burt's Bees, has focused his career in helping CPG manufacturers drive business growth and transformation by leveraging Information Technology.

Ted began his career at Andersen Consulting where he implemented ERP systems and Just in Time at a number of large manufacturing companies. In 1990, he went on to join The Timberland Company where he helped support the rapid growth and business transformation with strategic application of information technology. Throughout the 1990s Timberland's sales grew from \$90 Million to over \$1 Billion. At Timberland, he had responsibilities for implementing and supporting systems for all aspects of product development, manufacturing, supply chain and data warehousing. He and his team supported a global ERP system which was used at 30 sites and by more than 500 users. Timberland recognized Ted as employee of the year in 1993.

In 1998 he moved on to the textile industry where he was the Director of Information Services for Parkdale Mills. Privately held Parkdale with sales of \$1.5 Billion was then the world's largest manufacturer of cotton and polyester yarns – the key material in most every knit and woven fabric. Ted helped to transform the IS function, business systems and technology infrastructure using a variety of ERP, supply chain, business intelligence and e-commerce initiatives. Witnessing sharp downturns in the domestic textile industry, Ted headed to the automotive industry, specifically Collins & Aikman, where he was Director of Information Technology for Automotive Fabrics and subsequently Soft Trim divisions. With sales of \$3 Billion, Collins and Aikman was the largest manufacturer of automotive interiors. There, Ted implemented and supported a wide range of business systems and technology infrastructure across 30 sites throughout North America.

Ted Hein joined Burt's Bees in 2004 and is responsible for the Information Services function. The list of strategic IS projects implemented by the Burt's Bees IS team is quite lengthy and is tightly aligned with corporate strategy and includes; numerous infrastructure projects, b2c website for US (burtsbees.com) & international subsidiaries, bee2bee.com wholesale portal, Warehouse Management system, "Honeycomb" Business Intelligence, Balanced Scorecard, "Bee One" advanced planning system, Forecasting, MRP revitalization and numerous other projects. Ted and his team were named 2006 Computerworld Honors Laureates for their innovative "Honeycomb" business intelligence platform, recognized in 2007 for innovation by Consumer Goods Technology magazine and recognized as leaders in "Green IT" by Computerworld and InfoWorld.

Ted holds a BS Degree in Electrical Engineering with honors from Worcester Polytechnic Institute.

He has spoken at numerous professional conferences and contributed to many articles. Ted is the proud father of two teenage daughters and enjoys international adventure travel and trekking.