



## **Jay Rogers**

### **Executive Director, E-Commerce**

#### **KeHE Distributors**

Jay Rogers is an e-commerce industry sales leader focused on increasing digital sales for brands utilizing best-practice techniques in areas such as e-fulfilment, website design and build, value-added-services and marketplace optimization. Jay has managed well over \$100M+ in direct-to-consumer sales mostly for food brands looking to penetrate digital sales opportunities before entering the retail market. His experience in both digital sales and logistics requirements has allowed him to help over 100 small-to-medium sized brands gain market share and brand equity on platforms like Amazon, Walmart and branded websites.

While at KeHE, Jay created an internal sales and marketing program called BrandDriver specifically focused on helping small-to-medium sized brands optimize digital sales. Jay graduated from Northern Illinois University with a degree in Operations Management Information Systems and before KeHE had worked in similar capacities with PriceWaterhouseCoopers (pWC) and IBM.