

SSWA FUTURE LEADERS
SPONSORSHIP APPLICATION

Personal Information:

Name: Cozy Clair Date: 5/28/26

Contact Information - Email: cozyclair@cfsbrands.com Phone: 913-490-9704

Date of Birth: 7/26/1996 Years Employed in Sanitary Supply Industry: 3 Years

Company: CFS Brands

Position: Group Product Manager

Company Mentor/Sponsor: Andy Nemcek

In addition to submitting your resumé, introductory video, and letter of nomination/recommendation, please complete the following information as applicable:

Volunteer Activity:

Please list the name of institution, dates of volunteer work, description of volunteer work, and why it is important to you.

Please see detailed response on page 3. There was not enough room in this section for me to list everything.

Work Activity:

Please list all current and past employment (include dates). For each job describe the nature of your position and any management positions held.

Please see detailed response on page 3. There was not enough room in this section for me to list everything.

Personal Accomplishments:

Include any accomplishments that you would like to be considered in evaluating your application.

Please see detailed response on page 4. There was not enough room in this section for me to list everything.

Volunteer Activities:

Volunteer work is important to me because I believe when you are fortunate and in a position to help others, you should. I enjoy finding ways to make the communities and environments around me better for the people in them. Through my neighborhood HOA Social Committee, I've enjoyed helping create events and activities that make our neighborhood a fun and welcoming place for families and kids, especially as my daughter grows up there. At CFS, I've enjoyed being involved in our Community & Engagement Committee because I think workplace culture matters. We spend a large portion of our lives at work, and I believe people deserve to feel connected, appreciated, and proud of the environment they work in. I also enjoy participating in the OKC Memorial Marathon because it brings people together around something meaningful while also combining my love of exercise, teamwork, and friendly competition. My experiences volunteering with organizations like Harvesters and learning more about food insecurity have also made me more aware of how important it is to stay engaged and informed about the challenges facing our communities and how we, both individually and professionally, can help make a difference.

Neighborhood HOA Social Committee (2023 – Present)

Serve as a volunteer on my neighborhood HOA Social Committee, helping organize events and activities for neighborhood children and families that foster community involvement, inclusion, and connection among residents.

CFS Brands Community & Engagement Committee (2025 – Present)

Recently joined the CFS Community & Engagement Committee as a culture champion, helping plan employee engagement and community-focused events that bring teams together across the organization. Events I have helped support include the OKC Memorial Marathon CFS Water Stop, annual company golf tournament, Regional Food Bank volunteer event, employee appreciation lunches, and company giveaways.

OKC Memorial Marathon Volunteer/Participant (2024 – Present)

Have participated in and supported the OKC Memorial Marathon for the past three years, an event that commemorates the Oklahoma City bombing in 1995 while bringing the community together in remembrance and support.

Harvesters Food Bank Volunteer (2017 – 2023)

While at ALDI, participated in annual volunteer events with Harvesters, helping pack food boxes and support local families facing food insecurity within the community.

Work Activities:

CFS Brands (2023 – Present)

Group Product Manager (February 2024 – Present)

Lead the portfolio growth strategy for the WipesPlus and San Jamar Dispensing businesses, focusing on new product development, sales enablement, and cross-functional collaboration across sales, marketing, sourcing, supply chain, operations, and engineering.

Pricing Manager (May 2023 – February 2024)

Managed pricing strategy and distribution incentive programs while supporting sales growth and profitability initiatives across the business.

ALDI, INC. (2017 – 2023)

District Manager Division (June 2021 – May 2023)

Oversaw the purchasing and administrative teams for the Tulsa division, managing operational support, cross-functional coordination, and divisional performance initiatives. At the time I left, I had 15 direct reports.

District Manager (June 2018 – June 2021)

Oversaw operations, staffing, financial performance, and customer experience across multiple store locations while leading teams in a fast-paced retail environment. Managed 4–6 direct reports across multiple store locations.

Intern (June 2017 – May 2018)

Supported store operations and gained exposure to ALDI's leadership and operational structure while assisting across multiple business functions. Also facilitated on-campus recruitment events and hiring initiatives.

Personal Accomplishments:

On a personal note, my biggest accomplishment is being a mom to my beautiful little girl. I do not have a relationship with my own biological mother, so the example I am setting for my daughter is the biggest motivator in my life and drives many of the decisions I make personally and professionally.

I am also very proud to be the first person in my family to leave my hometown of Paris, Texas to attend college. I graduated from the University of Arkansas with a bachelor's degree where I double majored in Finance and Marketing with a minor in

Business Analytics in May of 2018. I am currently pursuing my MBA through Oklahoma State University and will graduate in May of 2027.

One thing that has consistently shaped me is being willing to figure things out even when I have no prior experience. During COVID, when the gyms were shut down and I was starting to get stir crazy, I decided to train for a sprint triathlon despite having no real experience swimming or biking. I bought a bike off Facebook Marketplace, read articles on swimming, followed a training plan, and successfully completed a sprint triathlon in June of 2021. That experience reinforced my belief that growth usually starts by being willing to try something uncomfortable and learn along the way.

That same mindset carried over into purchasing and renovating a home with my husband, who was my fiancé at the time. We bought an off-market home through a friend with the intention of living in it while completely renovating it ourselves. We removed popcorn ceilings, installed new flooring, replaced countertops, painted every surface, updated fixtures, completed landscaping, and tackled countless other projects entirely on our own while learning as we went through YouTube tutorials and trial and error. We invested approximately \$15,000 in materials and sold the home for roughly \$80,000 more than we purchased it for 14 months later. We had no idea what we were doing when we started, but we figured it out together.

Another unique experience that helped shape my confidence and willingness to put myself out there was working as a ball kid for the Dallas Mavericks when I was younger (one of the kids in the polos mopping the floor after players shot free throws during games). That eventually led to opportunities helping coach at the organization's youth summer basketball camps. One of my go-to "two truths and a lie" fun facts is that I once got to play a game of knockout with Dirk Nowitzki. Spoiler alert: I lost. Experiences like that taught me early on the value of relationships, initiative, and stepping into unfamiliar environments.

Cozy Clair

(913)-490-9704 | Cosette.Clair@gmail.com | LinkedIn.com/cozyclair

Results-driven product leader with a strong foundation in operations, pricing, and product strategy. Experience managing and growing product portfolios, launching new products, and improving commercial performance through practical, data-driven decisions and a focus on continuous improvement. Known for working closely with sales and cross-functional teams to turn strategy into results.

PROFESSIONAL EXPERIENCE

CFS Brands, LLC May 2023 – Present

Group Product Manager

- Lead product strategy, product lifecycle management, and P&L ownership for WipesPlus and San Jamar dispensing portfolios, managing 100+ SKUs across wipes, restroom dispensing systems, and hygiene accessories
- Delivered +5% WipesPlus portfolio growth in 2025 by holding pricing on core SKUs, expanding assortment, and supporting sales execution in a flat category
- Turned around a declining San Jamar dispensing portfolio, delivering +8% YTD growth through assortment changes, updated positioning, and sales execution
- Own and execute end-to-end 4Ps strategy (Product, Price, Promotion, Placement) and go-to-market strategy across distributor and end-user channels
- Launched 5 new WipesPlus products and leading rollout of 8 new dispenser SKUs in 2026 to expand assortment and drive incremental revenue
- Drove 300% year-over-year eCommerce growth through channel expansion and improved digital merchandising strategy during first 2 years in role
- Developed pricing bands enabling automated quote approvals, reducing processing time by 50%+ and accelerating sales cycle
- Previously served as Pricing Manager, leading pricing strategy, contract governance, and incentive programs to improve commercial execution, reduce risk, and strengthen margin performance

ALDI, INC. June 2017 – May 2023

District Manager Division, Purchasing & Administration / Warehouse / Retail Operations

- Led operations, purchasing, and financial oversight for a division generating \$1B+ in annual revenue (15 direct reports)
- Managed inventory planning and procurement for 1,800–2,400 SKUs across 98 stores, maintaining ~\$45M in inventory and routinely turning inventory 2x per month
- Spearheaded the change management process for a 500,000 sq. ft. distribution center, including redesigning the DC layout to mirror store shelving and reduce employee travel time, improving overall efficiency
- Achieved second lowest cost of air across all divisions in 2022 by maximizing truck capacity and optimizing PO placement and route configurations
- Previously managed multi-unit retail operations across 4–6 stores, leading 60+ staff members and \$50M in annual sales, improving turnover, reducing shrink, and strengthening inventory accuracy

EDUCATION

Master of Business Administration, Oklahoma State University, Stillwater, OK

Expected May 2027

Bachelor of Science in Business Administration, University of Arkansas, Fayetteville, AR
Double Major: Finance & Marketing | **Minor:** Business Analytics



Future Leaders Selection Committee,

I am pleased to recommend Cozy Clair for the SSWA Future Leaders program. Over the past three years at CFS Brands, Cozy has consistently demonstrated exceptional leadership potential, strategic thinking, and the ability to deliver meaningful business impact across pricing, product management and sales.

During her time with CFS Brands, Cozy has earned three promotions, each carrying increasing levels of responsibility. In every role, she has quickly established herself as a high-performing contributor who learns the business rapidly, adapts effectively to changing environments, and identifies opportunities to bridge gaps, drive sales growth, and solve complex organizational challenges.

Cozy currently brings tremendous value through her work in product management and her partnership with the sales organization. She has played a key role in developing training protocols, building 2 three-year category roadmaps, and supporting strategic field sales initiatives. Her ability to think strategically while also translating that strategy into actionable tactical plans is one of her greatest strengths. Just as importantly, she communicates these plans in a way that sales teams can understand, support, and successfully execute.

She has become a recognized center of excellence within CFS Brands for the categories she manages, including dispensing systems, wipers, and cleaning solution accessories. Her depth of knowledge, combined with her collaborative approach and strong business acumen, has made her a trusted resource across the organization.

One example of Cozy's leadership and adaptability came during the integration of a recent acquisition. Within six months of the acquisition, she quickly got up to speed, identified areas of risk & opportunity, ensured alignment from both regulatory and product perspectives, and helped develop a go-forward sales strategy. Her contributions were instrumental in helping the organization navigate a critical transition successfully.

In addition to her professional accomplishments, Cozy is committed to continuous learning and personal development. She is currently pursuing her MBA while continuing to manage a demanding workload and take on additional high-impact responsibilities. Her work ethic, intellectual curiosity, and willingness to continuously improve, position her exceptionally well for future leadership roles.

At CFS Brands, we see Cozy as a developing leader that we are preparing for larger roles within the organization. As a result of this, I strongly recommend Cozy Claire for your Future Leaders Program as I believe she will make a meaningful contribution to the industry as a whole.

Sincerely,

Andrew Nemcek

A handwritten signature in black ink that reads "Andrew Nemcek". The signature is written in a cursive style with a large, stylized "A" and "N".

Vice President Hygiene Division

CFS Brands

Dear SSWA Selection Committee,

I am pleased to strongly recommend Cozy Clair for consideration in the Sanitary Supply Wholesaling Association (SSWA) Future Leaders Program. As a colleague of Cozy's at CFS Brands, I have had the opportunity to work closely with her and observe firsthand the qualities that make her an exceptional candidate for this program.

Cozy consistently demonstrates a high level of professionalism, initiative, and accountability in her role as a Jan/San Product Leader at CFS Brands. She approaches her work with a strong sense of ownership and a willingness to go beyond expectations to deliver results. Whether collaborating cross-functionally, supporting key customer initiatives, or navigating complex challenges, Cozy brings a thoughtful, solutions-oriented mindset that positively impacts both her team and our customers.

What sets Cozy apart is her ability to combine strong analytical thinking with excellent interpersonal skills. She communicates clearly and effectively, builds trust quickly with both internal and external stakeholders, and has a natural ability to influence and lead. She is highly respected by her peers and is often looked to as a dependable and forward-thinking contributor.

Cozy also has a genuine passion for learning and continuous improvement. She actively seeks opportunities to expand her knowledge of the industry, better understand customer and colleague needs, and contribute to broader organizational goals. Her curiosity, combined with her work ethic, positions her well for long-term leadership within the sanitary supply and foodservice industries.

I am confident that Cozy will not only benefit from the SSWA Future Leaders Program but will also add meaningful value to the cohort through her perspective, engagement, and leadership potential. She represents exactly the type of emerging leader this program is designed to support, and she has the confidence of everyone at CFS Brands in her pursuit of becoming a contributing member of your group.

Please feel free to contact me if you have any questions or would like additional insight into Cozy's qualifications.

Sincerely,

Dennis O'Donnell

Dennis O'Donnell
Vice President, National Accounts
CFS Brands
dennisodonnell@cfsbrands.com
812-219-2362



May 20, 2026

To the SSWA Future Leaders Selection Committee,

It is my pleasure to recommend Cozy Clair of CFS Brands for the 2026 SSWA Future Leaders Program. As a Product Manager at CFS Brands, Cozy has quickly established herself as one of the emerging leaders within our organization and within the JanSan industry.

Over the past three years in the sanitary supply industry, Cozy has consistently demonstrated exceptional initiative, leadership potential, and a strong commitment to both personal and professional growth. Within the last year alone, she has successfully taken leadership of the Wipes Plus category while also assuming responsibility for the Towel & Tissue Dispensing category. In these roles, Cozy has been instrumental in driving category growth and implementation strategies supporting the Foodservice, Healthcare, and Janitorial markets.

What makes Cozy especially deserving of this recognition is her ability to excel while balancing significant personal and professional commitments. While growing her career at CFS Brands, Cozy simultaneously completed her MBA, participated in and completed the highly selective CFS Management Program, and embraced the responsibilities of first-year motherhood. Her ability to maintain such a high level of performance during this demanding period speaks volumes about her determination, discipline, and character.

Cozy leads by example in every aspect of her work. She continually looks for opportunities to improve processes, strengthen collaboration, and engage cross-functionally across the business. Her positive attitude, strong work ethic, and willingness to learn have earned the respect of her peers and leadership team alike. She approaches challenges with professionalism and maturity well beyond her years and consistently demonstrates the qualities we look for in future industry leaders.

I believe the SSWA Future Leaders Program would be an outstanding opportunity for Cozy to continue expanding her industry knowledge, leadership network, and professional development.

[CFS BRANDS]

CARLISLE

san jamar

SPARTA

Snap
Drape

DINEX

WP

PIPER

ayr
king

EL CASTOR

JOFEL

elite
Dental Solutions

winco
ONE SOURCE
Foodservice Solutions

W
S.S.T.

araven

MERCUR
CULINARY

LLOYD
pans

Spring

Just as importantly, I am confident she will contribute positively to the SSWA community and represent the future of the JanSan industry with integrity, innovation, and leadership.

Without hesitation, I strongly recommend Cozy Clair for the 2026 SSWA Future Leaders Program.

Sincerely,

Stephanie Watson
Director of Sales, North America