

Wayne Freeman

Executive Bio

Creating Clarity. Building Accountability. Driving Improvement.



“Organizations improve when people and processes improve.”

Wayne Freeman is a manufacturing and operations leader known for bringing structure to complex challenges, developing high-performing teams, and driving meaningful business improvement.

For more than a decade, Wayne has helped manufacturing organizations strengthen operations, improve profitability, develop talent, and create sustainable growth. He currently helps lead approximately \$20 million in annual revenue across six manufacturing facilities, where his focus remains centered on operational excellence, customer partnership, and continuous improvement.

Wayne's leadership philosophy is built on a simple principle: meaningful improvement does not happen by accident. Success comes from identifying barriers, creating accountability, aligning people around common objectives, and executing with discipline.

His accomplishments include unifying operations across multiple facilities, improving forecasting accuracy to nearly 90 percent, leading enterprise-wide ERP implementation efforts, strengthening margin performance, launching new revenue streams, and improving workplace safety performance. While these achievements are significant, Wayne measures success primarily through the growth of the people and teams he helps develop.

Colleagues describe Wayne as direct, transparent, and accountable. He believes trust is earned through consistency, fairness, and follow-through. Whether navigating operational challenges, implementing change, or developing future leaders, his approach remains grounded in clear communication and practical execution.

Outside of work, Wayne enjoys traveling with his family, visiting distilleries, cooking, collecting vinyl records, and following youth sports. These interests reflect the same curiosity, craftsmanship, and appreciation for continuous learning that define his professional life.

Wayne hopes to be remembered not for the title he held, but for the positive impact he had on people, processes, and organizations—leaving each stronger than he found it.

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Operations Leadership | Manufacturing Excellence | Continuous Improvement