



Jon Kraus

Founder



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About Me

Jon was born and raised in Southern California and graduated from Cal Poly San Luis Obispo in 1986 with a B.S. in Industrial Engineering. After graduating, he worked as a consultant with Andersen Consulting (now Accenture) for 10 years focused on business process re-engineering, lean manufacturing, manufacturing strategies, Information Technology (IT) strategies, and IT implementations in the consumer product, manufacturing, technology, and aerospace industries. During this time he also obtained an MBA from the UCLA Anderson School of Management.

In 1996, Jon went to work for Oakley, a California based, innovation obsessed, sport performance eyewear and apparel company. Jon was with Oakley Inc., for 19 years from 1996 to 2015 as a member of the executive leadership team and was responsible for Operations, Oakley Custom Program, Multi-brand retail division, Information Technology, and Digital Technology globally. While at Oakley the company grew from an under \$200M largely domestic independent company to a nearly \$1 billion global brand. In 2007, Oakley was acquired by Luxottica, the global leader in the design, manufacturing, distribution and retailing of premium luxury, fashion, and sports eyewear. The Luxottica eyewear brand portfolio includes Ray-Ban, Oakley, as well as retail brands LensCrafters, Sunglass Hut, and Pearle vision brands in North America. Jon led the integration effort of the Oakley and Luxottica businesses during the acquisition and later became CIO for Luxottica North America responsible for defining and transitioning to a common suite of enterprise IT and Digital solutions across all North American businesses (Oakley, Luxottica Wholesale, Retail, Vision Care, Optical manufacturing).

In 2015, Jon decided to return to consulting and founded a consulting and advisory services company that helps companies evolve their strategy and execution in the areas of business operations, digital enablement, supply chain, and information technologies.

Jon loves family, friends, fitness, outdoors, sports, and fun and strongly believes a degree from Cal Poly San Luis Obispo IME, is one of the best degrees you can get to lay a foundation for future success. Make it happen!