



Rosemary Coates

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Summary

Ms. Coates is the President of Blue Silk Consulting. She is an executive with an MBA and 25 years of experience in Supply Chain Management, Project Management and ERP Systems Implementation Consulting.

Ms. Coates has consulted with global and domestic clients on systems and processes. She has considerable international experience and has worked for extended periods in Asia and Europe.

She has extensive knowledge and experience in manufacturing and outsourcing in China. She has authored five supply chain books (including an Amazon.com Best Seller book): ***42 Rules for Sourcing and Manufacturing in China; Negotiation Blueprinting for Buyers; 42 Rules for Superior Field Service; Reshoring Guidebook; and Legal Blacksmith.***

Legal Cases

As an Expert Witness, Ms. Coates has:

- Assisted attorneys in their understanding of relevant supply chain operations and practices in sourcing, logistics, distribution, manufacturing, inventory and import/export trade compliance, and systems implementations
- Opined on:
 - China Sourcing and Manufacturing
 - Counterfeit Imports
 - Chinese Products: Electronics, Toys, Apparel, Plastics, Automotive
 - Procurement Processes and Contracts
 - Transportation and Logistics, 3PLs and Freight Forwarders, Freight Shipping, Warehousing
 - Outsourcing – Business Process and Technology
 - Forecasting and Planning
 - Supply Chain Software Patents
 - Import/Export Management
 - Import Tariffs
 - Securities related to Supply Chain
 - Distribution Channels and Compensation
 - Supply Contracts
 - Inventory Tax
 - Global Manufacturing Operations, Contract Manufacturing, CMS, EMS
 - Eminent Domain
 - Project Management for Enterprise Software ERP Systems – SAP, Oracle and others including Trade Compliance in Cross-Border Shipping
 - ERP Software Consulting Implementation Failures and Runaway Projects
- Written expert reports and research briefs
- Testified in depositions, arbitrations, and trials

Representative Business Accomplishments

- As the **President and Founder of Blue Silk Consulting (Silicon Valley, CA)**, is responsible for selling and delivering Supply Chain, Project Management and Business Process Reengineering consulting. Ms. Coates is an expert in sourcing and manufacturing in China and in global supply chain matters including cross-border shipments and software. Ms. Coates is also the **Executive Director of the Reshoring Institute**, a 501c3 non-profit research organization assisting companies with global manufacturing strategies
- As **Senior Director, SAP America (Palo Alto, CA)**, was responsible for managing business consulting and implementation teams for SAP's Fortune Global 50 accounts. Member of evaluation team for failed SAP implementations, helping to get projects back on track. Clients included Oil & Gas, Aerospace and Defense, High Technology, Industrial Products and Retail.
- As the **National Supply Chain Practice Leader at Answerthink Consulting Group (Miami, FL)**, initiated and grew the Supply Chain practice to include management consulting solutions and ERP software integration. Supply Chain included Forecasting and Planning, Manufacturing, Inventory Management, Warehousing, Import / Export Trade Management, Logistics and Transportation.
- As **Senior Manager at KPMG Peat Marwick (Chicago, IL)**, led the US West Coast National Logistics Practice. Delivered consulting engagements throughout the world, including a 5-month project in Seoul, Korea. She was a member of the Global Supply Chain SWAT team, developing approaches and addressing the needs of global 500 clients.
- As a **Regional Logistics Manager at Hewlett-Packard (Palo Alto, CA)**, was responsible for internal Global Supply Chain and Logistics consulting at 17 HP divisions. Acted as a representative for corporate policies and programs as well as a project leader and coach for innovative projects in supply chain, channel distribution and trade compliance.
- As **Materials and Transportation Manager at Cubic Corporation (San Diego, CA)**, was responsible for managing production inventories, Shipping and Receiving and the transportation of inbound raw materials and finished products shipped to commercial and Department of Defense customers.

Education

- MBA with concentration in Finance and Operations Management from University of San Diego Graduate School of Business
- Bachelor of Science in Business Logistics from Arizona State University WP Carey School of Business

Credentials, Certifications

Licensed United States Customs Broker and an **Area Response Designee**, US Department of Transportation and Federal Emergency Management Agency.

Credentialed **Adjunct Professor of Business**, California Colleges and Universities. Has taught:

- Global Supply Chain Strategies and Architectures
- Management and Supervision
- Supply Chain Management
- Logistics and Distribution
- Statistical Analysis and Decision Making
- World Class Manufacturing
- International Business Management
- Importing and Exporting

Ms. Coates currently teaches Supply Chain Architecture at the **University of California Berkeley**. She has lectured at the **Drucker School of Management at Claremont University**, the **University of San Diego, Arizona State University**, and **St. Louis University**. Additionally, she has taught Management and Supply Chain courses on-site at many Silicon Valley companies. She also presents public workshops on Sourcing and Manufacturing in China (in the US and Asia), Reshoring, and Strategic Negotiations for Industrial Buyers.

Ms. Coates is a Board Member at the **University of San Diego Supply Chain Institute**. She is active in the **Council of Supply Chain Management Professionals**, the **Institute for Supply Management**. She frequently speaks at conferences and seminars. She is a member of **Asia Society, IEEE of Silicon Valley** and a Past Board Member of **Asia America Management Association** of Silicon Valley. She is an active coach, mentor and blogger on **Supply Chain Management Review**, and **Blue Silk Consulting**.

Ms. Coates is a member of **Reuter's Insight**, a Community of Experts; and **Gerson Lehrman Group** Experts where she consults on Supply Chain matters.

Published and Presented

Ms. Coates has published and presented at many forums and for print medium.

Book: **42 Rules for Sourcing and Manufacturing in China** – Best Seller at www.Amazon.com

Book: **Negotiation Blueprinting for Buyers** – [available at www.Amazon.com](http://www.Amazon.com)

Book: **42 Rules for Superior Field Service** [available at www.Amazon.com](http://www.Amazon.com)

Book: **The Reshoring Guidebook** – [available at www.Amazon.com](http://www.Amazon.com)

Book: **Legal Blacksmith-How To Avoid and Defend Supply Chain Disputes** – available at www.Amazon.com (Jan, 2016)

Presentations and Articles

- Robotics Business Review January, 2019
“4 Considerations for Western Companies That Want to Leave China”
- Apparel Magazine September, 2018
“What's Your Apparel and Footwear Tariff Strategy?”
- CEOWORLD Magazine – September, 2018
“What's Your Import Tariff Strategy? “

- Supply Chain Executive Roundtable, San Jose, CA, September, 2018
“Tariffs and Taxes – What’s Next for Manufacturing?”
- Logistics Management Magazine – August 1, 2018
“Cargo Insurance: Protecting Against Risk”
- Supply Chain Executive Roundtable, San Jose, CA, September, 2018
“Tariffs and Taxes – What’s Next for Manufacturing?”
- Apparel Magazine – September 11, 2018
“What’s Your Apparel and Footwear Tariff Strategy?”
- Logistics Management Magazine – August 1, 2018
“Cargo Insurance: Protecting against risk”
- Council of Supply Chain Management, September, 2018 “What’s Next for Global Supply Chain?” Predictions Panel
- World Congress Contract Management 2018, Cleveland, OH, July 2018
“Avoiding, Defending, and Managing High-Stakes Supply Chain Disputes”
- 2018 SVCTBA Smart City Conference, Silicon Valley, CA. May, 2018 Keynote Address
“Global Manufacturing Strategy/Industry 4.0”
- IEEE of Silicon Valley, April 2018, San Jose, CA, April 2018, “Protecting Your IP in Global Manufacturing”
- Convergence 2018, St. Louis, CA, March 2018, Keynote Address: “The Past, Present and Future of the Global Supply Chains”
- Oracle Users’ Conference, San Jose, CA, Jan 2018, Keynote Address: “Manufacturing 4.0 – It’s Time to Bring Manufacturing Back to America”
- Government Contract Management Symposium, Arlington, VA, Dec, 2017, Keynote Address: “Avoiding, Defending, and Managing High Stakes Supply Chain Disputes”
- FABTECH 2017, Chicago, IL, Nov, 2017, Workshop: “How To Develop and Manage Your Reshoring Project”
- American Manufacturing Strategies Summit, San Diego, CA, Oct, 2017: Keynote Address: “It’s Time To Bring Manufacturing Back to America”
- Retail Global, Las Vegas, NV, Sept, 2017, Keynote Address: “Time To Bring Manufacturing Back To America”
- MD&M East, New York, NY, June 2017, Keynote Address: “How To Navigate Reshoring”
- Texas Economic Development Council 2017 Mid-Year Conference, Dallas, TX, June 2017, Keynote Address: “How Changes in NAFTA Will Affect Manufacturing in America”
- CSCMP San Francisco Round Table, San Mateo, CA, May, 2017, Presentation: “All About Automation in Reshoring Manufacturing”
- Molding 2017, Charlotte, NC, April, 2017, Keynote Address: “It’s Time To Bring Manufacturing Back To America”
- NextFlex Flexible Hybrid Manufacturing Institute, San Jose, CA, March, 2017, Keynote Address: “Case Studies In Reshoring”
- Peter Drucker Business School- Claremont Graduate University, Claremont, CA, March, 2017, “Global Manufacturing Strategy”
- ALMA International Symposium & Expo, Las Vegas, NV, January, 2017, Keynote Address: “It’s Time To Bring Manufacturing Back To America”
- Brownsville Economic Development Council, Brownsville, TX, December 2016, Keynote Address: “The Urgent Need To Reshore=Why America Must Rebuild”
- AWMI Annual Conference, Orlando, FL, November, 2016 “The Urgent Need to Reshore Manufacturing”

- The Assembly Show, Chicago, IL, October, 2016 “The Urgent Need to Reshore Manufacturing”
- Emerging and Frontier Markets Association, Washington DC, October, 2016 “Legal Blacksmith – How to Avoid and Defend Supply Chain Disputes”
- St. Louis Economic Development Council, St. Louis, MO, October, 2016 Keynote Address: “The Urgent Need to Reshore Manufacturing”
- Supply Chain Tech Conference, Chicago, IL June, 2016 “Legal Blacksmith – How to Avoid and Defend Supply Chain Disputes”
- Manufacturers’ Summit of the Inland Empire, Ontario, CA, April, 2016, Keynote Address: “The Urgent Need to Reshore”
- Supply Chain Outlook Conference, Chicago, IL, Nov, 2015, Keynote Address: “Reshoring and Rebalancing Global Supply Chains”
- Oregon Economic Development Conference, Medford, OR, Oct, 2015, Keynote Address: “Reshoring in America – Challenges and Opportunities”
- Association of Women in Metals Industries, Los Angeles, CA, Sept, 2015 Keynote Address: “The Urgent Need to Reshore Manufacturing”
- FIBCA Conference, New Orleans, LA, April 2015, Keynote Address: “The Urgent Need to Reshore to America”
- Area Development Conference, Philadelphia, PA, June 2015, Keynote Address: “Reshoring to the USA: Causes, Effects and Opportunities”
- ServiceMax/SmartVan Field Service Conference, Boston, MA, March 2014, Keynote Address: “Building High Performance Teams”
- In- Procurement Magazine UK May-June, 2017 “What Do You Do When the CEO Decides to Reshore?”
- Plastics Today Magazine, April, 2017 Article “Yes, Manufacturing Jobs Are Coming Back, But They Are Fewer Than Advertised....And Better”
- California CEO Magazine Jan, 2016 Article “Reshoring: Bringing Manufacturing Jobs Back to the US”
- Modern Materials Handling Magazine Dec, 2015 “60 Seconds with Rosemary Coates”
- Plastics Today Magazine, August 2015. “For Business in China, Breaking Up Is Hard To Do”
- Supply and Demand Chain Executive Magazine, December 2014. “What Happens When You Decide to Leave China?”
- CEO Magazine, June 2014. “How to Ensure Your Reshoring Project Won’t Fail”
- CFO Magazine, June 2014. “How To Avoid a Failed Reshoring Project”
- Voice of America Broadcasting, Feature Story and Interview published April 27, 2014. “US Experts See Growing Desire to Curb Outsourcing to China”
- China Business Review, April-June 2012. “9 Rules for Logistics in China”
- Bloomberg Conference on Private Equity in China, February 2012. “The Rise of Chinese Consumerism”
- University of San Diego Supply Chain Institute, October 2011. “What You Need To Know About China”
- Lehigh University Press, CVCR Spring 2011. “Undulating Global Supply Chains”
- CHaINA Magazine, Shanghai, June-July, 2010. “Why China Isn’t Ready for Lean Manufacturing”
- Lehigh University Press, CVCR Spring 2010. “Quality Fade in Low Cost Manufacturing Countries”

Ms. Coates also writes a monthly column for **Supply Chain Management Review**

Ms. Coates has worked on the following cases:

Case	Date	Retained By	Industry	Court/Participation
BMW of North America, LLC vs. WinIt America Inc	2019	Plaintiff	Automotive eCommerce Counterfeit Goods	United States District Court, Central District of California, Western Division Expert Report, Deposition
Ivana Vidovic Mlinar vs. United Parcel Service Inc	2018	Defendant	Trucking and Warehousing	Circuit Court of the Fifteenth Judicial Circuit, Palm Beach, FL Expert Report, Deposition
Cree v Xiu Ping Chen, N&K Trading	2018	Defendant	eCommerce Warehouse Fulfillment Counterfeit Goods	United States District Court Eastern District of New York Expert Report
AJY International v Paldo Co. LTD	2017- 2018	Defendant	Food Distribution Channels	United States District Court Northern District of California Expert Report, Deposition
Topmix International Company LTD Hong Kong v Ng Chun Kai, Et. Al.	2017- 2018	Plaintiff	Automotive/Aerospace Parts Manufactured in China	High Court of the Hong Kong Special Administrative Region Expert Report
Mitchell Endres v. Harley Davidson	2017- 2018	Plaintiff	Automotive Parts Manufactured in China	Circuit Court Ninth Judicial Circuit Orange County, FL Deposition
Estate of Brandon E. Townsend v Conn-Weld Industries, Inc.	2017	Defendant	Mining Parts Manufactured in China	Circuit Court of Kanawha County, West Virginia Expert Report
Sanmina SCI v Pace USA	2017	Plaintiff	Contract Manufacturing in Mexico	Superior Court State of California County of Santa Clara Expert Report, Deposition
Redman & Associates v Sales Chief Ent. Hong Kong	2016	Defendant	Chinese Manufactured Toys	United States District Court Western District of Arkansas Expert Report
Tinnus Enterprises LLC v. Telebrands Corp.	2016	Defendant	Chinese Manufactured Toys and Plastics	United States District Court Eastern District of Texas Tyler Division Research

Tiger Direct, Inc. v. Fiorentino, et al United States v. Chih-Wei Kuo	2015-2016	Defendant	Chinese Manufactured Electronics, Contract Manufacturing	Unites States District Court Southern District of Florida Research
Charles M. Merkel v. Source Plus, Inc.	2016	Defendant	Consumer Products Manufactured in China	Circuit Court of Coahoma County, Mississippi Expert Summary Report
Kaveh Roshan v. Robertb C. Konop	2016-2017	Plaintiff	Gray Market Electronics from China	Superior Court for the State of California, Central District, County of Los Angeles Expert Report, Deposition, Testified at Trial
Veolia Water Solutions and Technologies v. Allstates WorldCargo, Inc	2015	Plaintiff	International Shipping - Mexico	United States District Court for the Western District of Pennsylvania Expert Report
The Estate of John Murray Martin II v. RB Trucking and Logistics	2015	Plaintiff	Trucking/ Truck Brokerage	36 th District Court San Patricio County, Texas Expert Report, Deposition
GAF v. Paramount	2015-2016	Plaintiff	Building Materials Petroleum Products	Superior Court for the State of California, Central District, County of Los Angeles Opinion Overview, Deposition
Alpha Card Systems, LLC v. Jolly Technologies, Inc.	2015	Defendant	Software	Superior Court for the State of California, County of San Mateo Expert Report, Deposition
AI-Daiwa LTD v. Apparent, Inc.	2015	Defendant	Contract Manufacturing in China	United States District Court, Northern District of California Research, Expert Report
Michael Sunter v. Onebeacon Insurance	2015	Plaintiff	Automotive	United States District Court, Central District of California Research
Scotts Morning Song Birdfood Class Action	2015	Defendant	Pet Products	United States District Court Southern District of California Research, Expert Report
Herzfelds v. Hartford Casualty Insurance	2015	Defendant	Products Manufactured in China	United States District Court Southern District of Florida

				Research, Expert Report, Deposition
Waitex Inc. v. New Jersey Turnpike Authority	2014	Plaintiff	Apparel Warehousing and Distribution	Arbitration Expert Report
Sondra K. Allphin v. Fulco Fulfilment	2014	Defendant	Third-Party Logistics and Distribution	United States District Court Northern California Expert Report, Deposition
Norma Hinojosa v. Walmart Stores	2014	Defendant	Consumer Products Manufactured in China	District Court, Harrison County, TX Expert Report
Wittenberg, Pachiyappan v. Molina Health Care	2014	Defendant	Health Care Outsourcing	Superior Court of California Deposition
Broadway Advisors v. Troy Rodarmel	2014	Defendant	Sporting Goods Manufactured in China	Superior Court of California Deposition
William I. Koch v. Royal Wine Merchants, LTD	2014	Defendant	Wine Imports	United States District Court, Florida Expert Report, Deposition
Monje v. Spinmaster, Inc., et al. Moose Enterprises PTY, LTD	2013-14	Defendant	Toys Manufactured in China	United States District Court, Arizona Expert Report
ISS Consulting SDN BHD v. TSH Resources BHD	2012-13	Cross-complaint Defendant	Software Consulting Implementation Failure	The Regional Centre for Arbitration at Kuala Lumpur, Malaysia Expert Report, Arbitration
Williams International Inc., LLC v. Goodrich Pump and Engine Controls Systems, Inc.	2013-14	Defendant	Aerospace	American Arbitration Association, Michigan Expert Report, Testimony at Arbitration Hearing
Diana Hernandez v. La Paloma Mobile Home Service	2013	Plaintiff	Trucking	District Court, Duval County, Texas Expert Report
TSE Worldwide Press, Inc. v. CCA&B, LLC "Elf on the Shelf"	2013	Defendant	Toys Manufactured in China	Superior Court of California Expert Report

Class Action: Chinese Manufactured Drywall Products Liability Litigation	2012	Plaintiff	Construction Materials Manufactured in China	United States District Court Eastern District of Louisiana Research, Expert Report, Deposition, Testimony at Trial
Yong Qiang Zhou and Cal Prosource, Inc. v. TY KU, LLC	2012	Plaintiff	Consumer Products Manufactured in China	Superior Court of California Research, Testimony at Trial
Woburn Retirement System, Class Action for the Violation of Securities v. Omnivision Technologies, Inc.	2012	Plaintiff	Semiconductor Manufacturing	United States District Court Northern District of California Research, Expert Report
Conrad Asher Licensing Group, Inc. v. Rhinox, Inc.	2012	Plaintiff	Apparel Imports Manufactured in China	Arbitration - JAMS – Los Angeles Research, Expert Report, Testimony at Arbitration Hearing
Technology Associates v. Maximus Inc.	2011	Plaintiff	Software Consulting Implementation Failure	Superior Court of California Research, Expert Report
Class Action: Chinese Manufactured Drywall Products Liability Litigation	2011	Plaintiff	Construction Materials Manufactured in China	United States District Court Eastern District of Louisiana Research, Expert Report
Takaira Johnson v. Ella's Food Mart & Dollar Store; Jie Cheng Li Ye Toys Co, Ltd & Shantou Yuguang Toys Factory	2010-11	Defendant	Toys Manufactured in China	District Court of Harris County, TX, Research, Deposition
Sky Technologies, LLC v. SAP America, Inc.	2010-11	Plaintiff	Software Patent in Procurement	United States District Court for the Eastern District of TX, Marshall Div. Expert Report, Deposition
Wendell G Rafter v. Sojitz Corporation of America, Inc.; Tricam Industries	2010	Plaintiff	Consumer Products Manufacturing	United States Court for the District of Montana Expert Report
Advance Research Corporation v. Imation	2010-11	Defendant	High Technology Supply Chain	State of Minnesota District Court

				Expert Report, Research
American KUSA Corp. v. Advantus Corporation	2009	Plaintiff	Consumer Products Channel Distribution	Superior Court of the County of Los Angeles Expert Report
US Tobacco v. State of California	2008	Plaintiff	Consumer Products Inventory Tax	Superior Court of California Expert Report, Testimony at Trial