



# Principal biography

Inspiring  
Business  
Excellence

## Robert Hirschey

Robert Hirschey, a principal with Oliver Wight Americas, has nearly 25 years of experience in the forest products and related industries. His diverse background includes strategy development, execution, and measurement; business planning and analysis; capital investment analysis; mergers and acquisitions, and various corporate development activities. Bob's experience extends to the private label consumer products industry, where he helped start up a new division for a company in the disposable personal care products business.

Most recently, as Vice President, Strategy, for the Cellulose Fibers business of Weyerhaeuser Company, Bob led the effort to adopt integrated planning and control best practices, ultimately achieving Class A certification for the entire business. This included the implementation of Sales & Operations Planning at the leadership level, Integrated Planning & Control processes at multiple manufacturing facilities, and Demand Management processes across an international sales and marketing organization, including three international offices.

An accomplished speaker, Bob delivered a keynote address at an APICS Best of the Best S&OP Conference as well as speeches at the 2010 Supply Chain Management Summit and the 2010 10th Annual Forecasting and Demand Management Conference at the University of Tennessee College of Business Administration. He earned his bachelor's degree in economics from Harvard University and an MBA in general management from the Amos Tuck School of Business Administration at Dartmouth College.

Bob is passionate about the alignment and integration of planning, execution, and measurement to achieve business excellence. He brings extensive experience in developing and deploying business management processes, including associated change management, as well as ongoing continuous improvement.



17966 SE 280th Place  
Covington, WA 98042  
USA

T: (253) 638-8517  
C: (206) 304-8765

[rhirschey@oliverwight.com](mailto:rhirschey@oliverwight.com)

[www.oliverwight-americas.com](http://www.oliverwight-americas.com)

### Oliver Wight Americas

P.O. Box 368, 292 Main Street  
New London, NH 03257, USA

### Oliver Wight Asia/Pacific

131 Martin Street, Brighton  
Victoria 3186, Australia

### Oliver Wight EAME LLP

The Willows, The Steadings Business Centre,  
Maisemore Gloucester GL2 8EY, UK