

SPEAKER PROFILE

CLAY HICKSON

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TOPIC:

Certification – Enhancement or Overhead

Requirements for improved working conditions and reduced environmental impact drive demand for increased transparency throughout the fibre to fashion pipeline resulting in a plethora of standards and certifications. The panel explores whether standards and certifications through the pipeline enhance productivity and profitability or add to overhead costs and disruption. Do standards and certifications help producers become more marketable, do they protect brands, retailers and producers from unintentional contraventions and if so what are the implications of such contraventions? The panel will also be asked to propose ideas to mitigate “audit fatigue” - the inconvenience and cost of multiple audits - and to outline their vision for the future and how such standards and certifications will integrate in the new technology driven marketplace

BIO:

As Vice President, Strategy & Business Development at Worldwide Responsible Accredited Production (WRAP), Mr. Hickson manages international operations and helps develop and refine WRAP’s strategy. He specifically focuses on managing relationships with global brands and retailers and with governmental and other stakeholder organizations. Mr. Hickson has extensive experience in international marketing, corporate communications, strategic planning and cross-cultural communications. He has developed and taught training programs that have prepared executives and entrepreneurs for doing business in international environments, and he is fluent in Mandarin Chinese.