

Press Kit

December 2, 2024

BADGER
TECHNOLOGIES




Badger Technologies History


- Badger Technologies is a product division of Jabil, Inc. (NYSE: JBL), a 55+ year-old, Fortune 125 manufacturing solutions provider with over \$28B in revenue.
- A pioneer in robotics automation, Badger Technologies has deployed more than 750 robots that automate hazard detection and resolve a host of inventory and data disconnects to improve on-shelf product availability, price integrity, store profitability, and shopping experiences.
- As part of Jabil's retail division, Badger Technologies has access to leading-edge retail automation technologies, world-class robotics expertise, innovative cloud software and services, global supply chain management capabilities, and world-class manufacturing services.
- Badger Technologies houses its headquarters and Robotics Center of Excellence in Nicholasville, KY.
- Badger Technologies started in 2014 as part of the Lexmark Family.
- Badger Technologies was purchased in 2017 by Jabil.
- Badger Technologies has been located in the Greater Lexington Area since its inception.


Badger Technologies Overview

Who We Are and What We Do

We fuse human capital with Next Generation Technology, enabling our partners to re-imagine how they work

 **Provide automation solutions** with either independent capabilities, through integration with ancillary solutions, or jointly designed functionality

 **Strengthen solution offerings** by combining computer vision technology, advanced AI capabilities, and decades of retailer practitioner experience

 Convert data into actionable, **operational insights in near real time**

Who Do We Help



Retailers

- Store Operations
- Field Operations
- Corporate



CPG Firms

- Merchandisers
- Account Team
- Trade Marketing
- Brands



Integrated Supply Chain Solutions

- Inventory Management
- Demand Planning
- Order Fulfillment



Security

- Monitor
- Loss Prevention
- Risk Prevention
- Health

Our Value



NextGen Operating Model

Partner with our customers to transform your operating model to build a future ready organization



Supplier Support Community Engagement

Streamline and enhance data workflows, eliminate complexities, and improve collaborative engagement



AI and Automation

Leverage technology interventions to drive agility, efficiency, & improved business outcomes



Cost Reduction

Improve labor efficiency and productivity by prioritizing tasks to do more with less

Robotics Design Center of Excellence

End-to-End Design & Engineering Capabilities

Badger Technologies Headquarters & Robotics Design COE

- Located in the Greater Lexington Area
- Contains the headquarters, engineering and R&D labs, robotics training and testing area, and customer ideation center
- Strategic collaborations with industry leading tech companies to expedite the development of next-generation robotics solutions including computer vision, AI, ROS, and connectivity
- Work with manufacturing locations to model, test, and deploy artificial intelligence solutions

Badger Technologies

- Over 750 robots deployed
- Out of stock/Product detection/Planogram compliance
- Hazard detection
- Managed by proprietary fleet management software

Regional Proximity

• Airports:

- 20 minutes from Lexington Blue Grass Airport (LEX)
- 90 minutes from Louisville International Airport (SDF)
- 100 minutes from Cincinnati/Northern Kentucky Airport (CVG)

• Other Locations:

- 20 minutes from University of Kentucky
- 60 minutes from the Kentucky State Capital
- 3 hours 10 min from Indianapolis, IN
- 3 hours 20 min from Columbus, OH
- 3 hours 35 min from Nashville, TN



A Stable of Robotic Design and Engineering Excellence located in Kentucky Horse Country

25,000 square foot building

Dedicated robotics training and testing area for engineering and R&D

Over 50 dedicated hardware and software engineers

Badger Technologies
165 Healthy Lane
Nicholasville, KY 403566

Badger Technologies Leadership Team



Rafael Renno

SVP Global Business Units, Jabil
President, Badger Technologies



Emil Martinez

Chief Executive Officer



BJ Santiago

Chief Revenue Officer



Len Wierzbicki

Head of Strategy &
Marketing



Jamie Woods

Director, Operations &
Service Delivery



Jeff Bowers

Director, Professional
Services



Keith Bethel

Special Programs
Manager



Mellissa Diersing

Director, Product
Development



John McIntyre

Director, Engineering

Badger Technologies Leadership Team



Rafael Renno

Role: SVP Global Business Units, Jabil, and President, Badger Technologies

Started with Badger Technologies: 2023

Primary Activities: Governance, strategic development & financial management all Badger Technologies activities

Rafael's Bio:

Rafael is the Senior Vice President of Global Business Units at Jabil, the parent company of Badger Technologies, and the Executive Chairman of Badger Technologies, a Business Unit of Jabil.

At Jabil, Rafael is responsible for the Digital Commerce Division, a portfolio of \$3 billion dollars for which he is responsible to drive strategies and investments for growth, including engineering and manufacturing services for robotics, payments, and warehouse and retail automation.

Rafael has been with Jabil for 20 years holding leadership positions in Supply Chain and Business Management. Rafael holds a bachelor's in mechanical engineering at UFMG in Brazil, and a Postgraduate in Finance by Fundacao Dom Cabral. Prior to joining Jabil, Rafael was an industrial engineer at Abbott Laboratories.

Badger Technologies Leadership Team



Emil Martinez

Role: Chief Executive Officer

Started with Badger Technologies: 2024

Primary Activities: Provides the leadership, strategic guidance, organizational structure, cultural vision, and capital allocation across all Badger Technologies activities

Emil's Bio:

Emil joined Badger in 2024 as Chief Executive Officer. Prior to joining Badger Emil served as Executive Managing Partner at Tata Consultancy Services, where he led the consulting practice for the retail vertical. He focused on transformational projects including big data, retail analytics, and strategic advisory services for large retail and CPG customers in North America.

Over Emil's 35+ year career, Emil has held senior executive roles for various companies such as ICN, IRI, The NPD Group, and ACNielsen where he's led successful retail operations, product management, finance, and innovation teams in high-growth, transformational areas.

Emil holds a Bachelor of Arts degree in Economics with minors in Management and Sociology from Fairfield University.

Badger Technologies Leadership Team



William (BJ) Santiago

Role: Chief Revenue Officer

Started with Badger Technologies: 2018

Primary Activities: Responsible for all global sales activities

BJ's Bio:

BJ is known as an inspirational and international leader in operations management, business transformation, enterprise sales and strategic planning. BJ has experience serving the retail, manufacturing, distribution, finance, and hospitality industries. Currently, BJ is the Chief Revenue Officer of Badger Technologies, a product division of Jabil, Inc. In this role, he is responsible for driving all aspects of the sales operations, sales strategy and development for Badger Technologies' suite of retail offerings.

Prior to Badger Technologies, BJ has served in both VP and C-level positions as an influential business executive and leader with impeccable record of driving profit and operational efficiencies in such companies as Quadient (formerly a Neopost Company), MobiManage, Intellinetics and Lexmark International. BJ is a graduate of Eastern Kentucky University and a former United States Army Officer and Veteran of Operation Desert Storm. Mr. Santiago holds various industry certifications in Lean Six Sigma, Total Quality Management (TQM), Customer Journey Mapping (CJM) and the Information Technology Infrastructure Library (ITIL).

Badger Technologies Leadership Team



Len Wierzbicki

Role: Head of Strategy & Marketing

Started with Badger Technologies: 2024

Primary Activities: Long- and Short-Term Strategy Development, Marketing & Communications, Corporate Messaging, Integrated Business Planning, and Supply Chain Management

Len's Bio:

Len Wierzbicki is currently the Head of Strategy and Marketing for Badger Technologies, a company of Jabil, Inc. Len has spent over 30 years of his life dedicated to developing and executing strategic initiatives for organizations of various sizes ensuring their long-term success.

His journey to Badger Technologies has taken stops at places like Home Depot, Black & Decker, Family Dollar, Yankee Candle, Sara Lee and Dillard's Department Stores. Len has also helped Fortune 500 and entrepreneurial startup companies transform their organizations through global strategy development, operational improvements, and system integrations as a consultant.

He has also been trained and has leveraged Lean Six Sigma, 5S and Kaizen methodologies to aid in the continuous improvement of the companies he has worked. Len has also been invited to speak about Supply Chain and Innovation related topics at industry recognized events and has acted as a guest lecturer at various universities in the US. Len holds a B.S.E. in Industrial Engineering from Arizona State University.

Badger Technologies Leadership Team



Jamie Woods

Role: Director, Operations & Service Delivery

Started with Badger Technologies: 2018

Primary Activities: All Activities related to the deployment and support of the active fleet of customer robots

Jamie's Bio:

Jamie has worked in development engineering for more than 25 years. He has led multi-discipline teams to test, develop, deliver and monitor printer products. Currently, Jamie is the Director of Operations & Service Delivery for Badger Technologies, a product division of Jabil, Inc. In this role, he is responsible for monitoring, servicing and supporting deployed Badger Technologies robot solutions.

Prior to Badger Technologies, Jamie spent 25 years at Lexmark International where he managed product assurance, and as a project manager successfully led the release of multiple laser and dot matrix products. Jamie is a graduate of the University of Kentucky with a Bachelor of Science degree in Electrical Engineering.

Badger Technologies Leadership Team



Jeff Bowers

Role: Director, Professional Services

Started with Badger Technologies: 2017

Primary Activities: All customer and sales support activities

Jeff's Bio:

Jeff has more than 24 years of experience in electrical design, embedded systems, product design/management and business development. Currently, Jeff is the Director of Professional Services for Badger Technologies, a product division of Jabil, Inc. In this role, he is responsible for bridging the gap between product/solution sales and product development while satisfying and delivering customer requirements.

Prior to joining Badger Technologies, Jeff served 16 years in various engineering roles at Lexmark International. Other roles have included Principal Engineer, Engineering Manager, and Electrical Design Engineer in companies such as Big Ass Fans and Texas Instruments. Jeff is a graduate of the University of Kentucky where he received a B.S. degree in Electrical Engineering.

Badger Technologies Leadership Team



Keith Bethel

Role: Special Programs Manager

Started with Badger Technologies: 2018

Primary Activities: Special Programs

Keith's Bio:

Keith has more than 41 years of experience in product management and delivering products into a global marketplace. Currently, Keith is Special Programs Manager for Badger Technologies, a product division of Jabil, Inc. In this role, he is responsible for working on new business opportunities working with the CEO and product management to create a strategy for the delivery of new products.

Prior to joining Badger Technologies, Keith served 41 years in various management roles at Lexmark International and IBM. These roles included Director of Color Laser Products, and product and technical manager roles within the printer and PC industry. He has managed both hardware and software products specializing on products with new technologies. Keith graduated from the University of Kentucky with a B.S. degree in Mechanical Engineering.

Badger Technologies Leadership Team



Mellissa Diersing

Role: Director, Product Development

Started with Badger Technologies: 2022

Primary Activities: Define product vision and development; understand and represent customer needs, monitor competitive landscape

Mellissa's Bio:

Mellissa has more than 30 years of experience in new product design & development; strategic leadership; and powerful process improvement with massive bottom line impacts. Currently, Mellissa is the Director of Product Management for Badger Technologies, a product division of Jabil, Inc. In this role, she is responsible for all product management activity which includes new product development as well as the sustaining activity to support existing product designs.

Prior to joining Badger Technologies, Mellissa served in various strategic engineering leadership roles at other Fortune 500 companies such as Lexmark International, Dover Food Retail, Texas Instruments and General Electric. Mellissa has a passion for all aspects of engineering and operations. Mellissa holds a B.S. in Mechanical Technology from Purdue University and an MBA from Xavier University

Badger Technologies Leadership Team



John McIntyre

Role: Director, Engineering

Started with Badger Technologies: 2019

Primary Activities: All Engineering Design and Management and All Research and Development activities

John's Bio:

John McIntyre is currently the Director of Engineering for Badger Technologies, a company of Jabil, Inc. Based in the Greater Lexington area, John has spent over 30 years in Product Development—25 years with Lexmark, based in Lexington, KY, and the last 5 years with Badger Technologies. A native of Kentucky, he grew up and attended school in Bell and Hardin Counties and went on to graduate from the University of Kentucky in 1994 with a BS in Mechanical Engineering. He currently lives in Jessamine County.

THANK YOU

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