

**For Immediate Release**  
**January 29, 2018**

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**MonarchFx Names Alexander Baker Vice President and General Manager**

*Baker brings over 20 years of supply chain logistics and operations experience to MonarchFx.*

**Raleigh, NC** - Jim Tompkins, CEO of [Tompkins International](#) and MonarchFx, is pleased to announce that Alexander Baker has been appointed as Vice President and General Manager of MonarchFx.

[MonarchFx](#) is the coming together of world class supply chain and logistics companies with world class sellers of products, to form a reinvented unichannel logistics ecosystem that is new, smart, and innovative. Tompkins said, “we are very pleased to have such an experienced executive to lead our logistics and operations team as we build upon our existing strengths and continue to grow MonarchFx.”

[Baker](#) is a highly accomplished Senior Supply Chain Executive providing strategic vision and leadership to accelerate growth, maximize profitability, optimize inventory leverage, and strengthen the overall performance of the supply chain. He specializes in retail supply chain strategy and omnichannel distribution operations with multi-site responsibility over 4 million sq. ft. of automated facilities supporting over \$6 billion in revenue. Before joining MonarchFx Baker worked for Ralph Lauren Corporation in different capacities including Senior Vice President of Supply Chain Operations, Vice President of Wholesale Operations, and Vice President of Retail Operations.

Baker holds a Bachelor of Science in Supply Chain and Logistics from The University of Huddersfield and has also, studied at Massachusetts Institute of Technology and the University of Oxford.

MonarchFx has five locations planned for 2018 located in Southern California, Dallas, Atlanta, New Jersey, and Chicago, offering two-day delivery or better to 95% of U.S. consumers. “Baker is an innovative leader who is passionate about building trust and integrity, this will benefit our clients, their customers, and our partners,” stated Gene Tyndall, President, MonarchFx.

## **About MonarchFx**

MonarchFx is the coming together of world class supply chain and logistics companies with world class sellers of products to form a reinvented logistics ecosystem that is new, smart, and innovative. MonarchFx offers a local automated fulfillment network and local/regional final delivery services at a competitive price, providing great customer service. The vision of MonarchFx is to be the preferred direct-to-consumer logistics provider, operating with the lowest cost, while delivering the highest levels of customer service, and providing superior value for MonarchFx sellers. The mission of MonarchFx is to create, build, and manage a substantial logistics ecosystem that establishes MonarchFx partners to become the preferred unichannel logistics solution in the United States. For more information about MonarchFx, visit: [www.monarchfxgo.com](http://www.monarchfxgo.com).

## **About Tompkins International**

A supply chain consulting and implementation firm that maximizes supply chain performance and value creation. We enable clients to be more profitable and valuable, while also becoming more agile, flexible, and adaptive to the marketplace. Tompkins collaborates with client teams to develop improved operations strategies, supply chain planning, and execution across all the Mega Processes of supply chains (PLAN-BUY-MAKE-MOVE-DISTRIBUTE-SELL). Tompkins is headquartered in Raleigh, NC and has offices throughout North America and in Europe and Asia. For more information, visit: [www.tompkinsinc.com](http://www.tompkinsinc.com).

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