

January 13, 2021

Leadership Promotions at idX

GRAND RAPIDS, Mi. (January 8, 2021)--idX Corporation announces the promotions of four senior leaders within the organization, effective January 1, 2021.

Annette Baca, Vice President of Operations for idX's St. Louis team, has been elevated to the Retail Brands Business Unit Leader in the wake of Scott Norvell's recent retirement. Annette will continue to lead global project management fundamentals in addition to overseeing the success of emerging brand customers at both a regional and global level. Annette has been with idX since 2002 and has over 20 years of experience in the industry.



Annette Baca
Vice President of Operations and Retail
Business Unit Leader

Ryan Boyle, Senior Manager of Global Development, has been promoted to Global Director of Development and Prototyping for idX. His role is to oversee new global initiatives and move them effectively and efficiently through the phases of development to ensure a successful manufacture. Ryan joined the idX team in 2010 and has over 20 years of operational experience.



Ryan Boyle
Global Director of Development and
Prototyping

Jacob Hendrickson has been promoted to Global Director of Creative Services, overseeing idX's industrial design and creative services team based out of Chicago, Illinois. Jacob joined the idX team in 2013 and has proven his ability to combine strategy with creativity and innovation to ensure that our clients' objectives are met successfully.

About idX Corporation

idX Corporation is the premier custom solution provider for consumer environment design, manufacturing, rollout and installation. To meet the needs of global customers, idX has built a network of facilities and offices worldwide housing more than 3 million square feet of manufacturing and warehousing space, and nearly 1,300 dedicated idX employees. idX's portfolio reflects some of the best-known names in retail, hospitality, convenience, food service, and finance, including; Adidas, Barnes & Noble Booksellers, BP, Calvin Klein, Canteen, Chase Bank, Coach, CVS, Disney, Family Dollar, FedEx, Foot Locker Inc., Ford, Google, HBC, KFC, Kroger, Michael Kors, Pandora, Samsung, Sephora, Shell, Starbucks, Taco Bell, Target, TJX Companies, Total Wine, Uber, Walmart, and more. For more information, visit: www.idxcorporation.com.

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Chris Steege, who has been with **idX** since 2008, has been promoted from Manager of Corporate Estimating to Global Director of Estimating for the organization. Chris will now oversee all estimating functions within **idX** for all business units globally. Chris works closely with the **idX** development team and applies his knowledge to identify the best mix of materials (in both domestic and global markets) that meet each customer's design expectations and functionality needs while also being durable and cost effective.



Jacob Hendrickson
Global Director of Creative Services

"2020 was a challenging year for **idX**, but we found a shining light in the strength, dedication, leadership, and motivation of these team members," said Scott Stewart, Vice President of Commercial for UFP Industries. "Annette, Ryan, Jacob, and Chris are really the *next generation* of senior leadership for **idX**. They have worked hard to make our organization and our customers successful, and we're proud to have them on the team."



Chris Steege
Global Director of Estimating

Headquartered in Grand Rapids, MI with more than 20 offices worldwide, **idX** is one of the largest retail environment manufacturers in the industry.

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